

# Arete

GROUP LTD

China



*Develop the tools, skills, and connections to **scale your business** in China, **increase profit**, and **make decisions with certainty and confidence**.*

*Enjoy the process, get **in-depth understanding** on how to operate and thrive in China, and become a **role model of success** in your industry and to the consumer.*

# Discover your business potential in one of the largest markets in the world

*Entering the Chinese market can be overwhelming, risky, and expensive.*

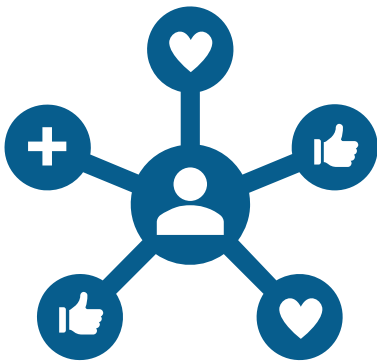
*Having a strategy that integrates the brand into the life of the Chinese consumer that's in line with the company goals and finances, is imperative.*



How we help you

## CHINA ACCELERATOR MENTORING PROGRAM

Interested in  
Selling Your  
Products in China?



*If You have a business with an existing product, and you're looking for the **opportunity to expand** by selling to the Chinese consumer*

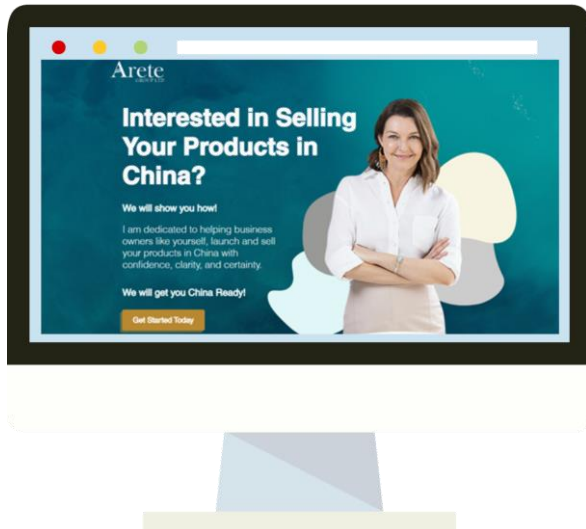
*or*

*You've been toying with the **idea of launching** your product in China but have been apprehensive because you weren't sure if you were ready or where **to start...***

***This program is for you!***

*Erase your doubts and concerns and get the know-how and strategy to enter and succeed in one of the largest, most complex, markets in the world, with this **8-Pillar mentoring program.***

# CHINA ACCELERATOR



03

## Protecting Your Brand

We've got you covered! Making sure you have your trademarks in order so you are protected and completely in control of your brand will be a core element of moving forward and growing with confidence.

05

## General Trade & Logistics

Ready to import? Who should you work with to import your products, how do you work with buyers, distributors and supermarkets or shops? What documents and information do you need to have? What type of logistics.

07

## Product Pricing

There is no going back when you price your products incorrectly. How can you create a pricing structure that suits your market entry strategy? We will show you what you need to consider to have a pricing system that will work now and in the future.

01

## Communications

The best ways to communicate with your team and partners in China, including how to set up and use Wechat personal app for creating work groups, sharing documents and staying in touch with your partners.

02

## Pathways to China

There are many pathways to selling your product in China. This will give you a complete overview of what those pathways are and which will be most suited to you.

04

## Online Sales & Social Media Platform

Understanding the multitude of sales and social platforms is daunting. We make it clear and simple for you to be the master of where and when you sell and what and how people talk about you online.

06

## Your Unique Strategy

You know the options in front of you and the choices you have, now its time to create your own strategy based on your unique and specific goals, assets and limitations. After this module you'll have a strategy that will unveil your direction and the first steps to launch.

08

## Marketing & Branding

Whether you are selling general trade or cross-boarder e-commerce, we will show you how to create a simple marketing plan to get you connecting with your consumer

## IN-MARKET EXPERT CONSULTING & ADVISORY

The team and the tools to build your business in China!



- *Build with confidence using a stage-by-stage growth strategy*
- *Identify your sales channels and key partners*
- *Have an expert on-the-ground, providing unfiltered and honest feedback on the realities of the market, your partners, your products performance and brand perception*
- *In-market network providing access to on and offline opportunities*
- *On the ground representative who can work on your behalf to streamline and manage your message to the Chinese market*
- *Spokesperson for the business and brand at events and trade shows*

## SOCIAL MEDIA MANAGEMENT

Be where your  
customer is and  
start connecting!



- *Stop being overwhelmed and confused by which online marketing and sales platforms are right for you*
- *Understand who your real target market is*
- *Build your brand and exposure*
- *Have a clear social media growth strategy*
- *Set up WeChat, Weibo, Douyin, and Little Red Book*
- *A team to create content that connects with your consumer*
- *A conversation with your target market that will lead to brand awareness, loyalty, and sales*



# Partners and Clients



# Contact us

## We'd love to hear from you.

- ✓ *Ready to expand into China?*
- ✓ *Ready to start growing your business and building your brand in one of the largest markets in the world?*
- ✓ *Ready to discover your brand's full potential?*
- ✓ *Ready to take the next steps you need to achieve your company's goals?*



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*Book your 15-minute interview campaign call with us to get to know your business and see if it will be a good fit for us and the China market.*

[Book your call here](#)

