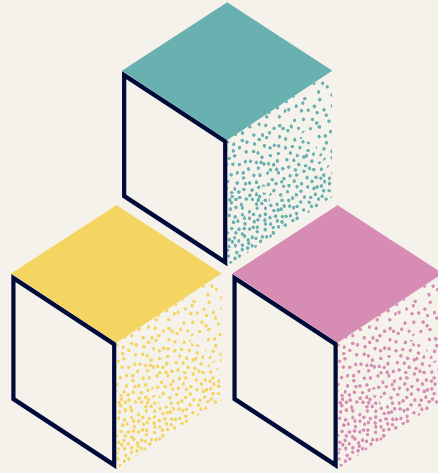




Evaluation of Business Environment



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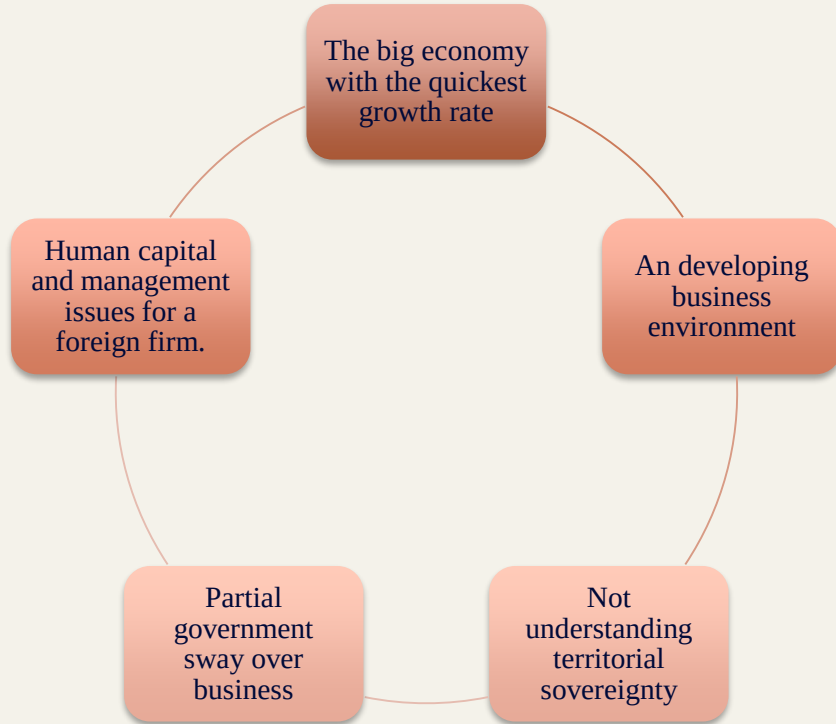
04

**Key challenges in
China**

05

**Plan to manage
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Key issues uncovered about china



Key Opportunities in China

Government measures that are beneficial to the citizenry



Favourable conditions for starting a business



The plethora of talented individuals

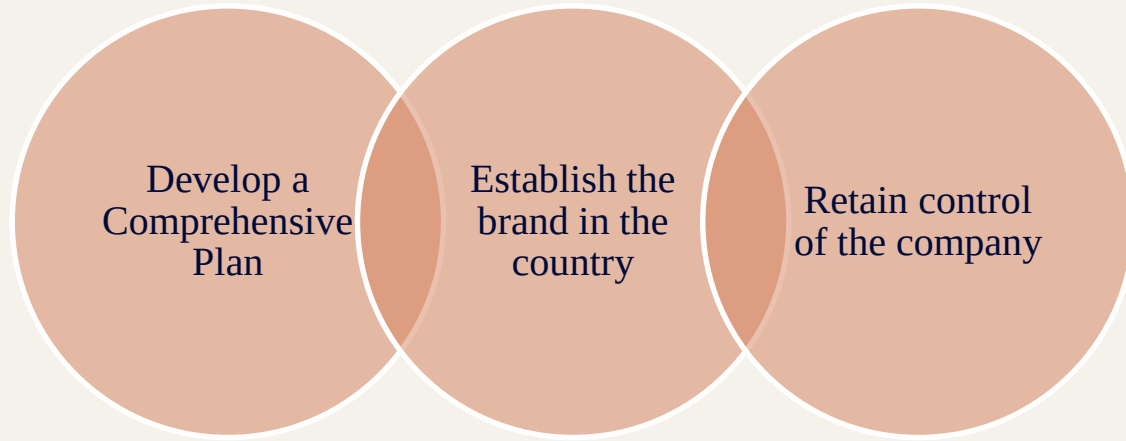


A chance to develop



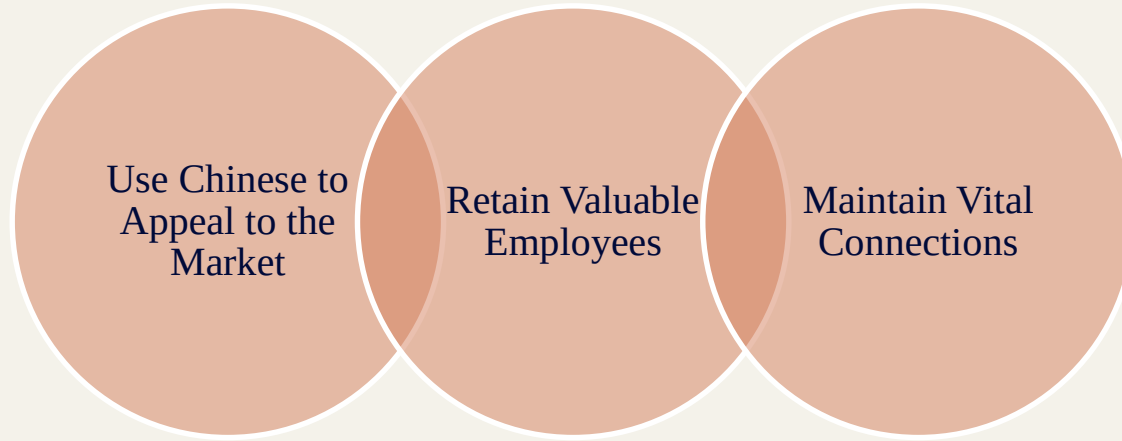
Stability

Plan to utilise the opportunities



(Zhu, 2019)

Plan to utilise the opportunities



採



Key Challenges in China

Market entry

Regional distribution systems

local consumer purchasing patterns
and regulatory requirements



Key Challenges in China

Bureaucracy

Governmental difficulties

Intellectual capital

Competition Labour Human resources



(Zhang and Pearce, 2011)

Plan to Manage the Challenges

Strategic planning is
the key to success

Comprehend the
business setting

Adaptive strategies
for the Chinese
market



Plan to Manage the Challenges

Communicate with
the proper decision-
makers



Consult a specialist
when necessary



Select partners with
care





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THANK YOU!