

## 1. *Company Introduction*

- 1.1 Integra Group is an established one-stop provider of company secretarial, accounting, tax, HR, and financial advisory services with offices in Shanghai, Beijing, Hong Kong, Taiwan and Singapore. With our wide range of value-added services and personalized approach, Integra strives to help businesses unlock new efficiencies and achieve an overall lower operating risk when doing business around the world. We have helped companies ranging from Fortune 500 companies to small and medium sized enterprises spanning a wide range of industries including, retail, manufacturing, innovation, trade, food and beverage, and fashion. Our personalized approach helps us find solutions that meet the specific requirements of clients given their unique regulatory, business, cultural and language requirements. For further information about our company, please visit our website at [www.integra-group.cn](http://www.integra-group.cn).
- 1.2 Our accounting service is built on various cloud-based systems and tools. For example, SMEs prefer to use a bilingual MEGI cloud accounting platform ([www.megichina.com](http://www.megichina.com)) which is designed specifically for SMEs so that we can collaborate with clients easily online. Clients can have timely access to their financial data anytime and anywhere. MEGI is developed for the environment of Chinese tax law, as good as the well-known Xero accounting software used outside China, in line with the thinking habits of foreigners, easy to use, and is loved by foreign companies and foreign entrepreneurs in China. It greatly enhances client's work efficiency, realize data accuracy and customized working ways, compared to traditional accounting firm.
- 1.3 Integra is a qualified service provider as well as strategic partner with a number of foreign embassies in China. We are members of American Chamber of Commerce in China, Canada China Business Council, and China Britain Business Council. Our directors were invited to speak at events, commercial associations, and organizations. We often publish articles and professional writings in business magazines with a focus on foreign investments in China. Integra won the Gold Award of Business Excellence Award 2020 of Canada China Business Council, as well as Gold Finance and Tax Supplier of Bookkeeping Association in China in 2020.

## 2. *Our services include but not limited to:*

### **Before entering the Chinese market:**

- Market entry research
- Tax advisory
- Financial advisory

### **Before setting up a legal entity in China:**

- Marketing strategy and implementation
- Commercial due diligence
- Acting as a sales representative
- Staff recruitment

**After deciding to setup a legal entity in China:**

- Company formation
- Accounting and tax filing services
- Payroll and HR administration
- Virtual CFO
- Audit service
- Internal control
- Social Credit System related services
- Other outsourcing services

**3. What we can do with market?**

- |                 |                |                       |                      |
|-----------------|----------------|-----------------------|----------------------|
| • Research      | • Social Media | • Brand Audit         | • Creative Solutions |
| • Paid Media    | • Strategy     | • Sampling            | • Branding           |
| • IP Monitoring | • Production   | • Digital Integration | • Web Development    |
| • Ecommerce     | • SEO & SEM    | • Brand Packaging     | • Consumer           |
- And more...

**Research sample:**

The following research tools and methodologies were used to reach the objectives of the research:

- Market Research
- E-commerce Data Mining
- Social Media Listening
- Interviews with Industry Leaders
- Consumer Focus Groups
- Interviews with Key Opinion Leaders in China

The objectives and scope of the research were to advise Client on the following points:

- Client's unique selling points for market
- Defining the target consumer for Client products
- Identifying key competitors in the market
- Defining Client's pricing strategy for market
- Strategizing Client's digital marketing strategy for market
- SKU selection for market
- Brainstorming with the creative team to develop key visuals and taglines
- Suggestions on localizing the brand name and key visuals for the China market
- Provide a market entry strategy for Client