



**MARKET ENTRY ADVISORY SERVICES
SAMPLE STAGE 2 REPORT STRUCTURE**

1. Analysis of Competitors

Section I - Status of Domestic Competitors

1. Basic Information
 - (a) Chinese / English Name
 - (b) Chinese / English Address
 - (c) Website / Telephone / Facsimile
2. Major Product Category
 - (a) Name of Major Product
 - (b) Type of Meat (or Seafood) Products
 - (c) Pricing on Meat (or Seafood)
3. Source of Materials
 - (a) Purchasing Channel
 - (b) Purchasing Target
4. Production and Sales Status
 - (a) Annual Capacity / Annual Output
 - (b) Sales Status
 - i. Annual Sales Volume / Value and Market Share
 - ii. Sales Volume / Value by Types and Percentage
 - iii. Major Sales Regions
 - iv. Distribution Types and Transportation Expenses
 - (c) Major Customers
5. Sales Channel
 - (a) Sales Network
 - (b) Sales Channel
6. Analysis of Future Operating Strategy
 - (a) Target Strategy
 - (b) Product Strategy

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- (c) Price Strategy
- (d) Channel Strategy

Section II - Status of Import, Export Agent Competitors

1. Basic Information
 - (a) Chinese / English Name
 - (b) Chinese / English Address
 - (c) Website / Telephone / Facsimile
2. Major Product Category
 - (a) Name of Major Product
 - (b) Type of Meat (or Seafood) Products
 - (c) Pricing on Meat (or Seafood)
3. Source of Materials
 - (a) Purchasing Channel
 - (b) Purchasing Target
4. Production and Sales Status
 - (a) Annual Capacity / Annual Output
 - (b) Sales Status
 - i. Annual Sales Volume / Value and Market Share
 - ii. Sales Volume / Value by Types and Percentage
 - iii. Major Sales Regions
 - iv. Distribution Types and Transportation Expenses
 - (c) Major Customers
5. Sales Channel
 - (a) Sales Network
 - (b) Sales Channel
6. Analysis of Future Operating Strategy
 - (a) Target Strategy
 - (b) Product Strategy
 - (c) Price Strategy
 - (d) Channel Strategy

2. Analysis of the Market Competitive Situation

Section I - Analysis of Leading Product and Market Segments of Major Manufacturers and Suppliers

Section II - Analysis of Production Capacity of Major Manufacturers and Suppliers

Section III - Analysis of Material Purchases of Major Manufacturers and Suppliers

Section IV - Analysis of Sales Value and Market Share of Major Manufacturers and Suppliers

Section V - Analysis of Transport Methods and Expenses of Major Manufacturers and Suppliers

SAMPLE