



THE COMPANY

The company has proprietary technology that intelligently connects buyers with suppliers of manufacturing services while facilitating the collaboration, quoting, due diligence and analysis processes. The company's proprietary technology supports the request for quote (RFQ) process, supplier discovery, engineering data exchange, revision control, collaboration, due diligence, analytics and supplier management. The company has a supplier subscription based revenue model.

THE CHALLENGE

The establishment of a global subscription base was a main priority for the Company, and we recommended they start in the world's biggest market, China. We first needed to identify the proper business structure for the Company that met both tax and organizational criteria. We next identified the most advantageous location that met the Company's criteria. We then screened and recommended management and staff selections that were compatible with the Company's culture. The Company was now ready to position its product in China.

THE SOLUTION

- *Identified China as starting point for globalization*
- *Evaluated tax, legal, marketing and business structure for company*
- *Recommended Shanghai as China headquarters*
- *Recommended high tech park as oppose to general commercial areas*
- *Posted, screened, interviewed and recommended*
- *Surveyed potential for subscribers*

As the fastest growing manufacturing base in the world, China is the natural starting point. Our research team provided detail comparison of tax, legal and business structure to assist the Company in selecting the most suitable form of entity. In addition to choosing Shanghai as China headquarters, our detailed analysis of high tech parks and general commercial areas reduced the overall operation cost while providing additional assistance of helping the Company getting its business up and running. We screened, interviewed and evaluated a number of candidates by setting up a booth at a job fair, online and off-line job postings, numerous referrals, and formalized character and performance evaluations. The Company was presented with the top 3 candidates, which greatly reduced its time, cost and resources of key management personnel selection.

Our research team also conducted market research for both existing and potential subscribers. Our survey provided a concrete foundation for the Company to adjust its marketing plan and position its pricing point in a brand new market.

PGL is an offshoring superstore, where the Company found all the services it needed to optimize its offshore functions and business needs. PGL's complete solution helped the Company save time and money, from strategic planning to new market entrance. Our global capability enables us to duplicate this process in all major emerging market, China, India, East Asia, Central and South America, and soon in Eastern Europe.

PGL solution includes the following three main areas:

- *Low cost country sourcing*
- *Emerging market entrance*
- *Foreign partnership, joint-venture or subsidiary set-up*

To learn more about our services or receive a free evaluation, please visit our website: www.pglglobal.com, or call 216.591.0846.