



FIDUCIA 德信
Management Consultants

Sales and Distribution Services

We help B2B and B2C clients drive growth and unlock profitability in Greater China by supporting their local S&D strategy, setup and operations.



Growth Analysis

- Market mapping & landscaping
- Competitor benchmarking
- Market sizing (identification of growth opportunities)
- Industry value chain analysis



Sales Channel Analysis

- Routes-to-market analysis
- Channels contribution
- E-commerce channel analysis
- Channel partner strategy



Positioning & Brand Awareness

- Customer segmentation
- Decision making & purchasing process
- Market segmentation
- Market perception & awareness
- Positioning strategy



Partner Search

Offline

- Assessment of partner fit & interest
- Meeting set-up and joint visit
- Evaluation & selection

Online

- Comparison & selection of platforms
- Category matching for major platforms
- Search of operation partners (trade & logistics)



Business Planning

- Go-to-market strategy
- Roadmap and action plans
- Business cases (break-even and scenario analysis)



Supply-Chain Support

- Order-to-cash
- International purchase office
- Import administration
- Bonded warehouse solutions





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Successful Cases

Over the past decades, our experts have gathered vital experience and are well equipped to help you with your S&D challenges.

Market Entry & Channel Acceleration



- A client with only sourcing operations in China decided to add sales operations to their business
- Since the client did not have a local sales team, Fiducia helped identify competitors, deal with distributors and develop sales strategies for on- and offline sales
- With Fiducia's help, the client was able to sell their first products within two months of the start of the project

Model Benchmarking & Retail Strategy



- A client selling only mid-brand products in China, decided to introduce a premium brand.
- Fiducia benchmarked eight competitors to understand their China business model.
- Our team conducted a growth and cost structure analysis of on- and offline distribution channels.
- With Fiducia's help, the client successfully launched their premium brand in China.

Partner Mapping & Connection



- A client with no sales resources in China wanted to find new distribution partners
- Fiducia supported the client with the screening and selection process.
- After approaching a number of China off- and online partners our team recommended eight companies to the client.
- With the help of our team, the client was able to make an informed decision when selecting the right distribution partner.



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