

## Case Study: **China Expansion**

**Challenge:** A U.S.-based industrial company was considering an expansion program in China, but lacked sufficient market analysis to make sound decisions.

**Solution:** After identifying the client's most important requirements, DBS compiled comprehensive profiles of 15 targeted Chinese industry sectors. Each included analysis of market size and growth rate, critical economic drivers, key participants, comparisons to U.S. and European markets, government priorities and projected World Trade Organization impact, as well as reviews of relationships with other international financial and political organizations. A key strategy involved development of an original process to identify best opportunities based upon foreign direct investment movements of client's customers and competition, coupled with specific industry analysis.

**Results:** The expansion program resulted in major revenue increases. In addition to China, DBS used the same model to analyze movements and business conditions for the company in India, Poland, Hungary, Bulgaria, the Czech Republic, Slovakia, Kazakhstan, Uzbekistan, Russia and Belarus.



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