

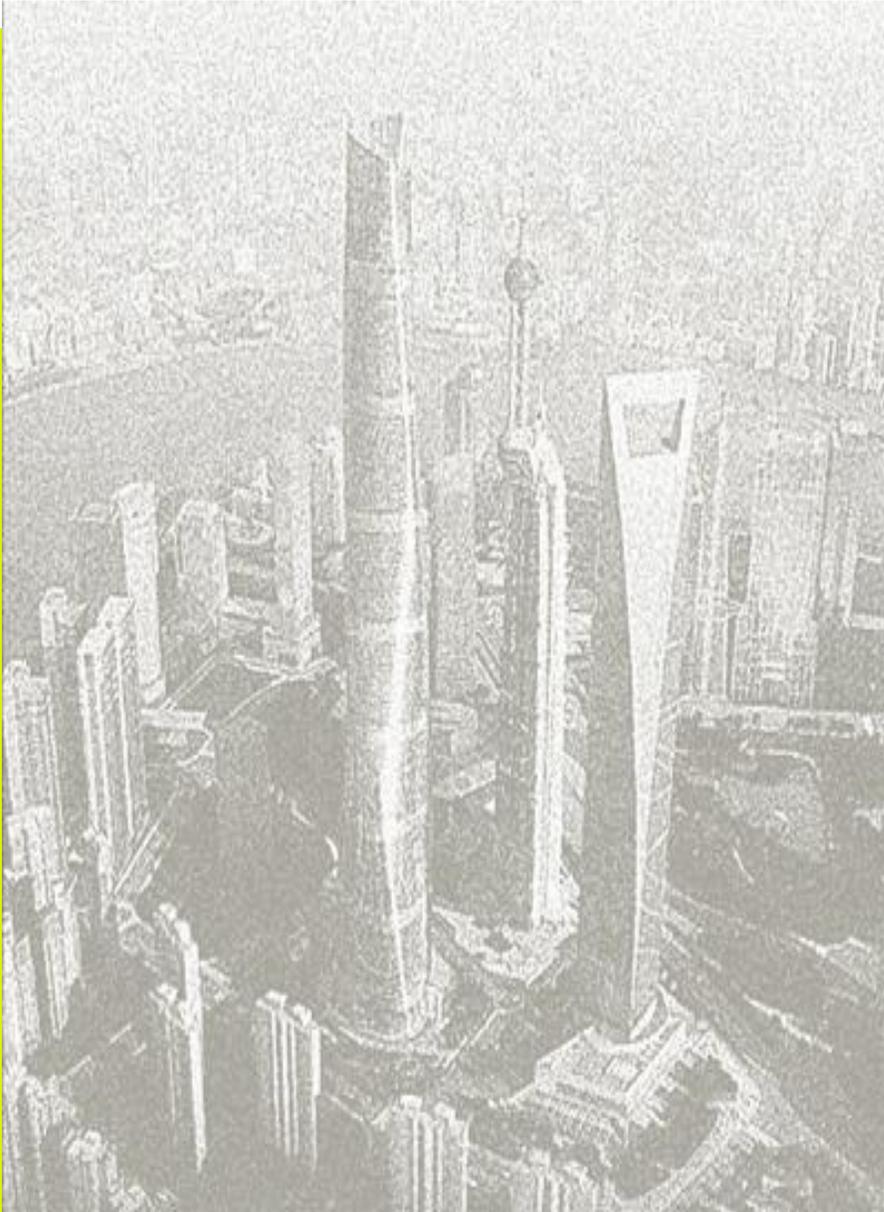
LET'S GET STARTED



China Market Entry Checklist

By Gomax International

WELCOME





HERE'S THE PLAN

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CHAPTER

START OF A NEW PART



Legal Framework
Setup

01



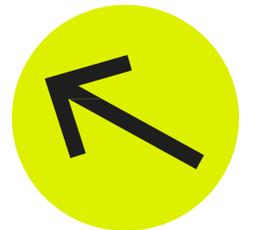


Legal Framework Setup

Objective

Ensure to establish a legally compliant presence in China with the correct structure to support operations and protect intellectual property.

**FACTS
THAT
SPEAK**



Legal Framework Setup



Company Registration

Decide between Wholly Foreign-Owned Enterprise (WFOE), Joint Venture (JV), or Representative Office. Typical timeframe: 4–6 weeks. Engage local counsel for compliance with Ministry of Commerce (MOFCOM) requirements.

Business License

Obtain your business license from the State Administration for Market Regulation (SAMR) and ensure the stated scope of business precisely matches your operational activities. Critically, examine whether your intended activities trigger additional licensing obligations.—such as food, cosmetics, hazardous chemicals, and so on.

IP Protection

Register trademarks and patents in China covering both English and Chinese brand names, logos, and core technologies before market entry to prevent counterfeiting or brand misuse.

Tax Registration

Decide whether to qualify as a small-scale or general VAT taxpayer, then register at the local tax bureau for VAT, corporate income tax, and social-security obligations

CONTENT

 **CLEAR & CONCISE**



01

Wholly Foreign-Owned Enterprise (WFOE)

100% foreign-owned limited-liability company; full profit repatriation, independent management, clear IP protection; minimum capital varies by industry.



02

Joint Venture (JV)

Partnership with a Chinese entity; leverages local networks, market access, and licenses; profit and control shared under a detailed JV contract.



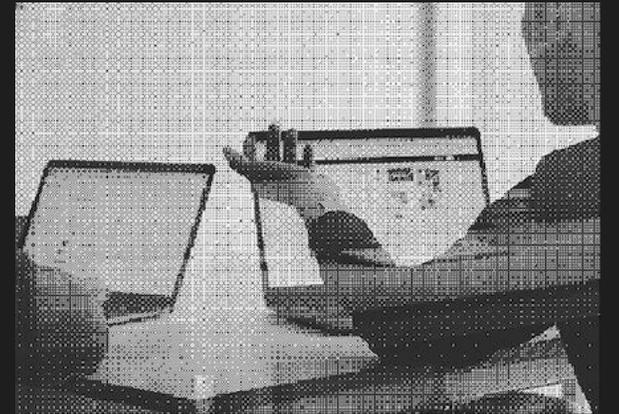
03

Representative Office (RO)

Non-legal liaison office; no direct sales or profit-making, limited to market research and promotion; quick setup, low cost, minimal tax.



COMPANY TYPES



SMALL-SCALE TAXPAYER

3% VAT rate on revenue, no input VAT deduction; simple bookkeeping, quarterly filing, quick setup; ideal for startups with low turnover but cannot issue special VAT invoices independently, limiting B2B sales.

C1



6-13% VAT on value-added with full input VAT credit; must maintain detailed accounting, monthly filing; can issue special VAT invoices, attract large clients, but higher compliance cost and audit risk.

C2



GENERAL TAXPAYER

www.gomaxgroup.com

TAXPAYER TYPES



CHAPTER

START OF A NEW PART



Market Research &
Strategy

02





Market Research & Strategy

Objective

Understand the competitive landscape, local Chinese customer needs, and regulatory environment in different regions of China.

FACTS
THAT
SPEAK

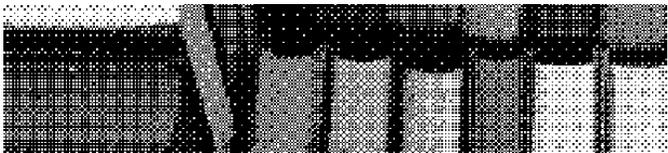




01

Competitor Analysis

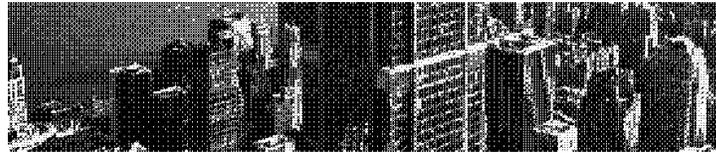
Pinpoint top five competitors, grasp exact market share splits, and decode their unique selling propositions to craft a differentiated, defensible market entry strategy that outmaneuvers pricing, distribution and brand loyalty gaps.



02

Consumer Insights

Conduct online surveys and on-site focus groups across tier-1 and tier-2 cities to map real purchasing habits, test pricing elasticity, and gauge brand perceptions, feeding data directly into product tweaks and marketing messages for faster, safer market entry.



03

Regulatory Environment

Research industry-specific regulations, import/export restrictions, and quality standards; align product specs, labeling, certifications, and testing protocols to avoid customs delays, costly recalls, and reputational damage while accelerating market entry.



REGULATORY ENVIROMENT



01

Industry regulations and standards

Before entering the Chinese market, it is necessary to study industry-specific regulations and standards, especially the negative list for foreign investment. Compliance operation is a prerequisite for entering the market, and non-compliance may lead to market entry failure or even legal risks.



02

Dealing with compliance risks

Collaborate with relevant regulatory agencies to ensure that products and services comply with regulatory requirements. Through timely understanding of policy changes, enterprises can adjust their strategies in advance to deal with potential compliance risks.



CHAPTER

START OF A NEW PART



Distribution & Sales
Channels

03





Distribution & Sales Channels

Objective

Establish robust channels for market penetration and growth by blending flagship e-commerce stores on Chinese online platform, connecting with local offline retailer and expand B2B customer.

FACTS
THAT
SPEAK





E-commerce platform layout

Choose mainstream e-commerce platforms

You can choose to open flagship stores on mainstream e-commerce platforms in China such as Tmall, JD.com, and Pinduoduo. These platforms have a huge user base and can quickly increase brand awareness and sales.

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Localized marketing strategy

Localized marketing on e-commerce platforms, optimizing page design, product display, and customer service to enhance user experience. Optimize marketing effectiveness through data analysis and achieve precise marketing.

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Forge omnichannel momentum

Partner with XHS, Douyin and Kuaishou live-streaming KOLs for viral reach, then funnel traffic to flagship Tmall/JD stores and tier-one distributors, backed by real-time analytics and same-day customer service to lock in loyalty and scale fast.

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Offline Retail



01

Partnership

Establish cooperative relationships with key distributors and retailers, negotiate favorable shelf positions and promotional support, and increase product exposure in retail channels.

02

Realize online and offline integration

Offline retail channels can supplement the shortcomings of e-commerce platforms and achieve an integrated online and offline (O2O) sales model. To enhance the shopping experience for consumers by redirecting traffic from online to offline.

03

Collaboration Mode and Strategy

Common offline retail cooperation models include joint promotions and inventory management. Through these strategies, companies can optimize inventory turnover and improve sales efficiency.

04

Evaluate and manage performance

Regularly evaluate the performance of offline retail partners to ensure the achievement of sales targets. Through data monitoring and performance evaluation, optimize cooperative relationships and enhance overall sales effectiveness.



B2B Channels

Identify corporate clients and industry buyers for bulk purchasing.

01 Expand enterprise customers

Identify and expand corporate customers and industry buyers through various channels such as the Canton Fair, CIIE, industry exhibitions, and business negotiation conferences to achieve bulk sales



02 Manage customer relationships

Meet the needs of enterprise customers and enhance customer satisfaction through customized solutions. At the same time, establishing stable customer relationships through long-term cooperation can enhance the brand's influence in the industry.



CHAPTER

START OF A NEW PART



Marketing &
Branding



04



Marketing & Branding

Objective

Build brand awareness and credibility in China, securing press in top-tier media, partnering with trusted KOLs, and showcasing ISO-certified quality to earn consumer trust fast.

FACTS
THAT
SPEAK





Build brand awareness and credibility in the Chinese market.



Utilize social media platforms

Brand promotion and user interaction are carried out through mainstream social media platforms such as WeChat, Weibo, Tiktok and Kwai to enhance brand awareness and user participation.

Develop a marketing plan

Develop a digital marketing plan, including content creation, advertising placement, and user engagement strategies. Attract users through high-quality content and expand coverage through precise advertising placement.

Optimize marketing effectiveness

Optimize digital marketing effectiveness through data analysis to enhance return on investment. Cross platform marketing integrates resources to maximize brand communication.



Localized Branding

Adjust brand elements

Adjust product names, packaging, and marketing information based on Chinese cultural characteristics, incorporate cultural elements, and enhance brand acceptance. For example, product packaging design can incorporate traditional Chinese patterns or colors.

Market Research

Determine the direction of localization strategy through market research, understand the cultural preferences and needs of target consumers, and ensure that brand strategy is in line with the local market.

Success cases Study

Some international brands have achieved success in the Chinese market through localization strategies, such as localized translation of brand slogans or localized adjustments to product features, enhancing resonance with consumers.

Core values of the brand

While achieving localization, it is necessary to maintain the core values of the brand and avoid cultural conflicts. By balancing localization and brand consistency, enhance brand competitiveness.

Collaborate with KOLs to reach targeted audiences

Select KOL partners by auditing their audience demographics, engagement rates, and historical ROI across Weibo, Douyin, XHS, and Bilibili; confirm followers are genuine through data-scraping tools, review past content for tone consistency, and run small A/B campaigns to verify that the KOL's style, values, and storytelling resonate with your brand's premium or playful positioning before signing long-term contracts or product-seeding programs.



Measuring the effectiveness of collaboration

Co-create authentic brand stories with vetted KOLs, launch trackable campaigns with unique codes and pixels, analyze real-time engagement, sales uplift and sentiment, then reward top performers with exclusive launches and revenue-sharing to lock in lasting, profitable partnerships.



CLEAR & CONCISE 

CHAPTER

START OF A NEW PART



Operations &
Supply Chain

05





Operations & Supply Chain

Objective

Ensure reliable and cost-effective delivery of products and boost customer satisfaction.

**FACTS
THAT
SPEAK**





Operation Model

01 Direct model

Brand owners set up a WFOE China, directly connecting with customs, logistics, and warehousing, and hire local staff to run Tmall/JD flagship stores or offline stores. Strong brand control and high sales profit.

Disadvantages: the initial investment may be large and need to be familiar with Chinese regulations.

02 Agent model

Contract with a Chinese general agent or distributor (such as the common "regional distributor" for cosmetics). The distributor is responsible for customs clearance, channel distribution, and China business. The brand only provides marketing support. Disadvantages: Profit is divided by 30% -50%, and there may be "cross selling" or price confusion.

03 TP model

Hire a TP service company (Tmall Partner), which already has import and export rights, serves as the domestic agent of the brand responsible for daily operations, customer service, marketing, warehousing, and shipping. Suitable for small and medium-sized brands to test the waters, but requires a 20% -40% share of sales revenue.



Import Model

9610

Products are sold on overseas websites and directly shipped to China in small packages, and complete the Customs clearance after arrival at the port, usually taking 4-7 days. Suitable for long tail products, new products, short warranty or high order value products.

Disadvantages: Slow logistics and high shipping costs. time-consuming and labor-intensive for all returning products.

1210

Products are first transported in bulk to China Bonded Zone, and then sold through e-commerce platforms. Each item is cleared after sold, usually taking 2-3 days. Suitable for standard products such as milk powder and health supplements. When a return occurs, it can be quickly returned to the Bonded Zone for secondary listing and sale.

Disadvantage: Has the limit for a single order. Advance stocking is required to occupy funds.

CLEAR & CONCISE

CHAPTER

START OF A NEW PART



Project Tracking

06





Project Tracking

Objective

Maintain accountability and progress visibility with Gomax China Market Entry Support Service. Achieve a "low-risk, fast start, and scalable" entry into China market.

FACTS
THAT
SPEAK



Go-to-Market Project Tracking



01

DECISION-MAKING

02

PLANNING

03

IMPLEMENTATION

04

MONITORING

05

OPTIMIZATION

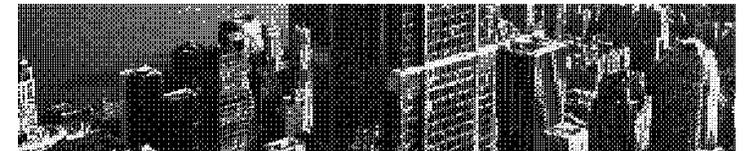
The entry of foreign brands into China involves five value chains: *decision-making, planning, implementation, monitoring, and optimization*, all of which are indispensable. Each step has a unique and irreplaceable function, skipping any step will amplify risks or costs in the later stage. **Gomax Internation** provides business consulting from the step 1 to step 5 and can help you complete the four major landing actions of *registration, trademark, supply chain integration, and recruitment* in one stop during the implementation process, avoiding a gap of 3-6 months caused by "doing while filling". At the same time, our legal and financial teams are familiar with Chinese laws and regulations, which can help you ultimately achieve a "low-risk, fast start, and scalable" entry into China market.



About Gomax International

Based in the China (Shanghai) Pilot Free Trade Zone, Gomax International is a licensed Human Resource service provider, certified CNIPA trademark agent and member of Zhangjiang Human Resources Association.

Since 2015, we've been helping international entrepreneurs, SMEs, and global companies enter and expand in China market — with clarity, speed, and confidence. From company registration to talent acquisition and tax compliance, we offer one-stop, results-driven solutions so you can focus on growing your business. Operating from the Shanghai Pilot Free Trade Zone allows us to deliver faster licensing, easier foreign investment handling, and access to preferential policies — saving you time and cost.



One-stop China Business Support

CLEAR & CONCISE

WFOE/RO/JV
Registration

CLEAR & CONCISE

Brand/Patent/
Copyright
Protection

CLEAR & CONCISE

Bookkeeping
and Tax
compliance

CLEAR & CONCISE

Banking solution
incl. Non-
Resident
Account (NRA)

CLEAR & CONCISE

Payroll, Social
Security and
Work visa

CLEAR & CONCISE

Talent
Acquisition and
EOR service



Contact us today to start your China business in 15 days.



0-2 weeks

Submitting trademark application and completing Chinese company name pre-approval.



1st month

Completing business license registration and taxpayer registration; Opening bank account; Starting Customs filing;

4-month Go-to-Market Plan



2nd - 3rd month

Using WFOE to recruit operational positions or sign a TP service company, setting up flag stores on major e-commerce platforms, such as Tmall, JD.com.



4th month

Contracting channels and supply chains, stocking 1210 or 9610 to start sales, and expanding your business in China market.

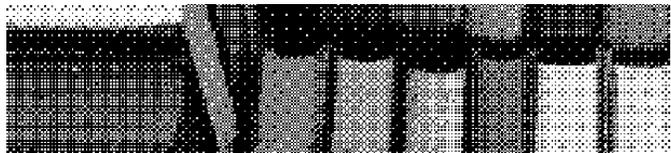




China Company Solution

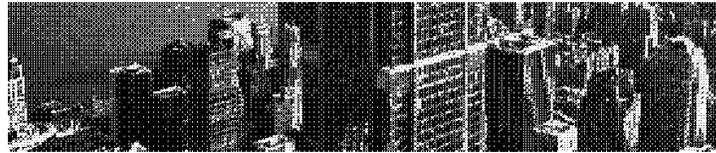
01 Start-up

Designed for solo entrepreneurs and small teams entering the Chinese market. It covers essential back-office services like company compliance, tax filing, brand protection, and multiple entry visa application — everything you need to get started with minimal overhead.



02 Business

Supports growing operations that require more robust financial compliance and HR functions. It includes general taxpayer support, VAT deduction services, FDI reporting, payroll management, and additional work visa quotas — ideal for companies scaling their presence and transactions in China.



03 Enterprise

Built for businesses with complex operations, such as international trading firms or companies managing import/export and multi-currency transactions. It offers advanced tax & financial consulting, bank account upgrade and HR support to hire local staff — a complete infrastructure for expansion and risk control.



China WFOE Solutions

FEATURE	START-UP	BUSINESS	ENTERPRISE
Ideal for	Solo entrepreneurs, small consulting /service firms	Growing SMEs needing VAT deduction & HR functions	International trading firms, with import/export, complex operations
Company registration & official address	✓	✓	✓
Taxpayer account registration	✓	✓	✓
Bank account opening	✓	✓	✓
USD account opening	—	—	✓
FDI filing	—	✓	✓
Trademark registration	✓	✓	✓
VAT invoice application	✓	✓	✓
Domain and ICP filing	✓	✓	✓
China Business visa support	✓	✓	✓
Work permit application	—	✓	✓
Social security setup	—	—	✓
Import/export license	—	—	✓
Export VAT refund qualification	—	—	✓
Corporate Alipay/wechat pay account	—	—	✓
Package price	\$ 1,499	\$ 2,499	\$3,499



Contact us today to start your China business in 15 days.

CONTACT US



**THANKS
SEE YOU ●
IN CHINA**

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CONSULTING TODAY

