



Hong Kong Marketing & Business Development Business Process Outsourcing (BPO)

Bridging Gaps in Marketing & Business Development Funnel

Our cost-effective BPO service is ideal for companies looking to actively tap the Hong Kong market without establishing a full office.

<p>About Us</p>	<p>Founded in 2003, C Consultancy is a Hong Kong-based transaction, outsourced marketing, and recruitment and corporate services firm. www.c-consultancy.com</p>
<p>Our Objective</p>	<p>Our objective is to assist companies that want to tap the Hong Kong (HK) market but are holding back from setting up a full physical office due to a variety of reasons.</p> <p>Reasons include Covid-19, budget and “test market first”: whatever they are, our BPO service is ideal for companies that require more than a “virtual” office, but not a full “physical office” in HK.</p> <p>By providing on-the-ground support for the HK market from leads generation to sales completion, we enable companies to bridge marketing funnel gaps without the costs of a full “physical office”.</p>
<p>Gaps in Marketing & Business Development Funnel</p>	<p>Major companies have HK offices but they cater mainly to the corporate and high net worth individual segments</p> <p>Consequently, we believe that the SME and mid-high income market segments are underserved, and all stages of the marketing funnel are not being adequately met on-the-ground in HK.</p> <p>Our BPO service will help Companies to tap this segment and bridge the gaps in the marketing funnel.</p>
<p>HK & Greater Bay Area Opportunity</p>	<p>HK should not be considered as a market in isolation.</p> <p>HK is a “first step” and a springboard for the Greater Bay Area (combined population>72m), which will present vast opportunities for goods and services with a differentiated competitive edge.</p>
<p>Why Our BPO Service</p>	<p>Our team has a track record of providing corporate services for more than a decade, and with our BPO service, the scope of our service is now extended to support marketing funnel activities for our clients.</p> <p>Our office is at Leighton Centre, a “Grade A” office in prime Causeway Bay, where we have been a long-term tenant, and other tenants include Uber, TVB, Starbucks and Nike.</p> <p>We have a flexible modular fee structure, which means that you only pay for what you need, and you are free to upsize or downsize accordingly at any time (PTO for our modules).</p> <p>The starting base module is our virtual office package, which is HK\$15,000/year.</p> <p>Our services for add-on modules mirror the marketing funnel from lead generation to sales, and our fees start at HK\$300 per prospect at the enquiry stage.</p> <p>On our advisory side, we are particularly strong in the digital, advertising and media industries, and we are therefore well placed to provide input on how best to connect with your target customers.</p>



Appendix: Our Modules

Module	How We Support You
Virtual Office	We set up a HK Company for you with a phone number, address & basic admin services.
Prospect Enquiry	We assign a staff to be your contact person, bearing your company email address and phone that your prospect can contact in HK.
Sales Conversion & Completion	Our staff supports you as a liaison interface with the prospect in HK to facilitate sales conversion and completion admin work.
Invoice Collection	Our staff supports you as a liaison interface with the customer as well as relevant service providers in HK to facilitate collection.
Face-to-face (FTF) Meeting	Our staff organizes a FTF meeting with the prospect or customer in our office with you using Zoom or other similar software.
Prospects Generation	We will work with you on a HK marketing plan, and coordinate with the relevant local services providers for implementation.
Marketing Collaterals	Depending on needs, we can prepare collaterals or if necessary, coordinate with the relevant local services providers to help you.
Chinese Website	Depending on needs, we can prepare a Chinese website or if necessary, coordinate with the relevant local services providers to help you.
Facilities Membership	Membership is available for the use of our office facilities including a conference room for event or workshops - flexible usage starting from per hour basis.
Contact: LB Chong Lbc@c-consultancy.com YF Ng Yfn@c-consultancy.com Room 2318, Leighton Centre, 77 Leighton Road, Causeway Bay	<p>It is not possible to prepare an exhaustive list of our services.</p> <p>We are a full-scope corporate service provider, and if we cannot assist, we are likely able to find someone in HK who can – we have been doing this for a while.</p> <p>Please let us know your objectives and requirements, and we will be more than happy to prepare a customized proposal for your consideration.</p>