

Strategy And Operations Advice For Chinese Companies In Russia

TeDo fully supports Chinese companies in Russia. We help them to improve critical capabilities and achieve asset management excellence as well as design and implement operating models, manage risks and reduce costs.

Our clients engage us knowing that they will find much-needed support for their strategic and operational initiatives. They appreciate an opportunity to work with seasoned professionals who have an in-depth understanding of foreign business needs in Russia, are well aware of the industry context and have priceless knowledge of industry best practices accumulated over several decades.



I. Why TeDo?

- ✓ Full scope of professional services for business transformation
- ✓ A strong track record of supporting foreign companies with Russian market entry, expansion and operational performance improvement
- ✓ Profound understanding of Chinese business culture and extensive background of working with Chinese clients
- ✓ Breadth and depth of capabilities in sectors where Chinese companies are especially active

II. Our services



Russian market entry support



Business development operating model support



Employee performance and development support

Refer to the next page for a more detailed description of our products

III. Our team

Russian market entry support



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Employee performance and development support



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Business development operating model support



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Russian market entry support

1. Russian market entry strategy

- We will define strategic objectives for your business development
- We will define your target client and key requirements / product characteristics
- We will define market and customer segments and product portfolios by sales channel
- We will prioritise regions of presence
- We will recommend most demanded products and price levels (against competition)
- We will assess risks, develop ways to mitigate them and come up with the best-fit market entry strategy

2. Value-added services / product portfolio strategy

- We will develop the best product portfolio for your Russian business tailored for the target audience needs encompassing both essential products / services and new offerings
- We will assess prospects for new products and services depending on customer preferences
- We will prepare detailed estimations of investment needs, resource and capability requirements and anticipated value to be captured

3. Sales development (customer experience)

- We will develop sales effectiveness improvement programme
- We will map your customer experience and hold focus interviews with customers and potential customers
- We will define priority customer touchpoints, manage the Mystery Shopper research in your Russian business and at key competitors, and compare your sales approach and key metrics with Russian peers



Employee performance and development support

1. Staff costs benchmarking. Highlighting applicable best practices

- We will compare your company staff costs in absolute and relative terms with similar Russian companies, including salaries, bonuses, travel expenses, voluntary medical insurance, learning, hiring and employment termination costs
- We will pinpoint local best practices applicable to your company enabling you to reduce and flexibly manage people costs

2. Organisational structure, KPIs and motivation system to support an ambitious growth strategy of your Russian business

- We will develop an organisational and functional structure for your Russian business in line with your revenue growth targets and Russian regulatory requirements
- We will help you to decompose your ambitious growth targets for Russia to the level of KPIs of executives and employees
- We will develop a motivation system aligned with the Russian mindset that will maximise revenue and profit per rouble of payroll for your Russian business

3. Russian business headcount and HR management

Rapid business growth often goes hand in hand with such 'development disorders' as overhiring or skills mismatches.

- We will model your business headcount based on utilisation drivers with a view to keep your headcount at optimal levels for years ahead
- We will prepare sets of requirements and competencies for your employees and help to conduct their appraisal



Business development operating model support

1. Treasury function evolution

- We will conduct analysis and benchmarking of Russian banks, define your requirements and select banks that best meet your requirements
- We will prepare a business case for a customer lending system set-up, i.e., an in-house bank vs outsourcing

2. Expert support in putting in place and automating Russian accounting processes

- We will prepare responses to complex Russian accounting issues
- We will map your chart of accounts and transaction sub-ledgers
- We will propose an approach to RAS automation

3. Demand forecasting and inventory management

In the conditions of double-digit business growth and the pressure to deliver consistently great customer service, you have to improve accuracy of your demand forecasts and develop an appropriate inventory management strategy.

- We will come up with solutions to improve forecasting accuracy and optimise product inventory so as to meet the demand on the one side and prevent overstocking on the other side

4. Logistics infrastructure development

- We will help you to manage your regional expansion in the best way possible
- We will model an optimal warehouse and transport network based on the regional demand forecast
- We will analyse the transport company market and help you to select the provider that fits best for your business
- We will help you to draft a template agreement for warehousing services (including SLA and contractor bonus-molus motivation)



"Technologies of Trust" (www.tedo.ru) provides industry-focused audit and business consulting services.

Around 3,000 professionals working in "Technologies of Trust" offices in Moscow, St Petersburg, Ekaterinburg, Kazan, Novosibirsk, Rostov-on-Don, Krasnodar, Voronezh, Vladikavkaz and Nizhniy Novgorod use their knowledge, wealth of experience and creativity to develop fresh perspectives and practical advice for our clients.