

## Competitiveness Assessment for 5 Producers

10 points for full score

0

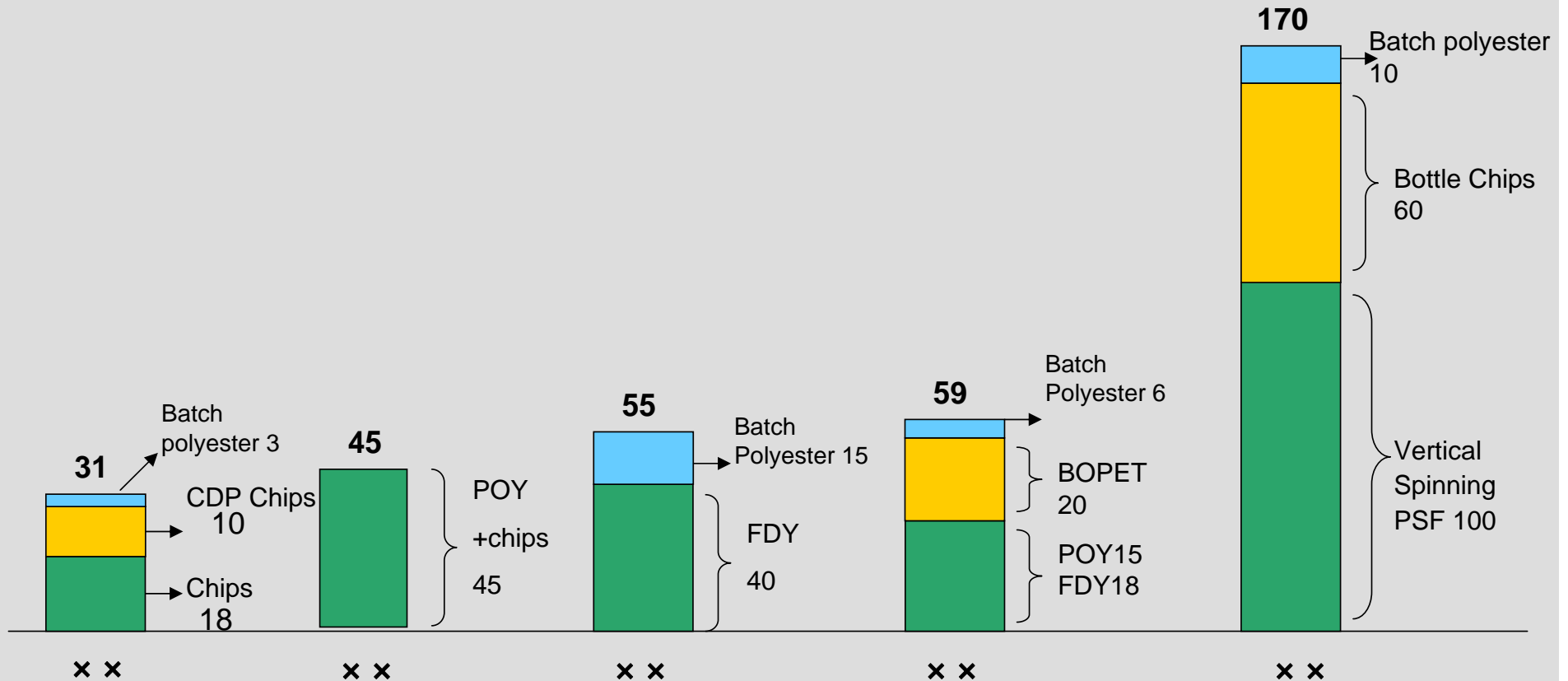
Items	x x	x x	x x	x x	x x
Excellent sales network & customer base	6	8	8	7	7
Strict cost control	5	7	8	7	7
Product quality & production scales	8	8	9	9	8
Excellent relations with suppliers & traders	5	8	8	7	7
Special favors from banks & government	9	9	8	9	8
Excellent business reputation	6	9	9	7	8
Strong background	9	7	9	9	8
Strong cash flow	5	9	9	7	6

Sources: Growell Research

# XX & XX: Simple Product Structures

Unit: 10kt

1



Note: Capacities herein refer to those by the end of 2005. XX's additional capacity of 150kt/yr in August 2005 is planned to produce bottle chips.

## Sales Strategies

2

Sales Strategies	× ×	× ×	× ×	× ×	× ×
Types of Customers	Almost no customers, having long term relationship with state-owned textile companies	Locates in Huangjing Town, a famous town of chemical fibre elasticizer Most of the goods are sold to local companies	About 30% of sales carried out by traders	About 30% of sales carried out by traders	About 60% of sales carried out by traders
Pricing	Ten major producers' unified quotations	Low price to promote sales	RMB50/mt lower than ten major producers' unified quotations	Adjusting according to market situations	Prices of PSF lower than Yizheng's prices by RMB 50-100/mt Often lowering prices earlier than others to promote sales
Settlement Mode	Mostly monthly settlement	Traders at current prices mostly	Traders at current prices mostly	Traders at current prices mostly	Monthly settlement & current prices

## Suggestions from Growell

3

Comprehensive details have been given and followings are our suggestion:

- ❖ XX & XX: deserving long-term business ties
- ❖ XX: Outdated state-owned company with poor operation
- ❖ XX & XX: Poor financial conditions and company operation despite powerful leaders,

# Catalogue

4

## ❖ Companies covered in the first stage

■ × × × × × × × ×

■ × × × × × × × ×

■ × × × × × × × ×

■ × × × × × × × ×

■ × × × × × × × ×

## ❖ Content

✓ Company introduction

✓ Production

✓ Sales

✓ Financial

✓ Social relations