

SHINEWING Commercial Due Diligence Services

SHINEWING Commercial Due Diligence team assists our clients to strategise and effectively execute complex transactions, as well as create synergy value.

Market entry strategy

Target selection

Buy-side or vendor due diligence

Strategy review / Value creation

- Assess the market and regulatory environment, competitive landscape and major trends
- Identify opportunities and threats
- Evaluate the value chain and options for market entry
- Define the selection criteria according to client's strategic requirements and market situation
- Select the most suitable M&A targets or JV partners
- Initial approach to potential targets to evaluate transaction feasibility
- Review the market environment, assess customers and competitors
- Analyse the assumptions behind Target's projections
- Perform sensitivity analysis, highlight key success factors and risks factors
- Analyse synergy opportunities
- Develop strategy to realise synergy and drive business growth
- Benchmark industry best practice to improve business performance

Successful transactions require thorough understanding of the market and critical assessment of the target's business plan. Through conducting extensive secondary research and field interviews with industry experts, our commercial due diligence team will provide you with a holistic and objective analysis on the market potential and the target's business case, as well as strategic insights into how to grow your business.

Market

Market and regulations

- · Market size and growth drivers
- · Supply and demand situation
- · Price trends and elasticity
- Government regulations and licence policy

Competitors

- · Competitive intensity
- Basis of competition and best practice
- Recent competitor moves

Assessment of target company

Market share and development trends

Regulations Company

Customers

- · Value proposition to target customers
- Customer requirements and unmet needs
- · Purchasing decision process
- · Brand equity and switching costs

Business plan and growth strategy
 Reasonableness of growth assumptions
 Management capability

Competitors

Scenario analysis

SHINEWING is uniquely positioned to provide transaction advisory services in China.

Valuable China market insights

Leveraging our strong business networks with regulatory authorities and leading enterprises, we can gather business intelligence
and provide strategic recommendations critical to your success.

Customers

Expanding presence in China and cohesive cross-border operations

• Headquartered in Beijing, we operate in Hong Kong and more than 10 offices in different provinces in China to provide integrated transaction advisory services for inbound and outbound deals.

Deep sector expertise

We have over 30 years history in the market. Our clients include some of China's largest corporations. We provide professional
services for more than one-fifth of the state-owned enterprises and over 100 listed companies in China and Hong Kong in all major
sectors.

SHINEWING Transaction Advisory Services Contact

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