



# Industry Analysis for Initial Public Offerings (IPO) 针对首次公开招股 (IPO) 的 行业分析

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ShineWing consulting team performs industry research and analysis for listing applicants and assists in the preparation for the IPO prospectus. Our comprehensive study provides independent and objective views of the market trends, prospects and risk factors of the industry.

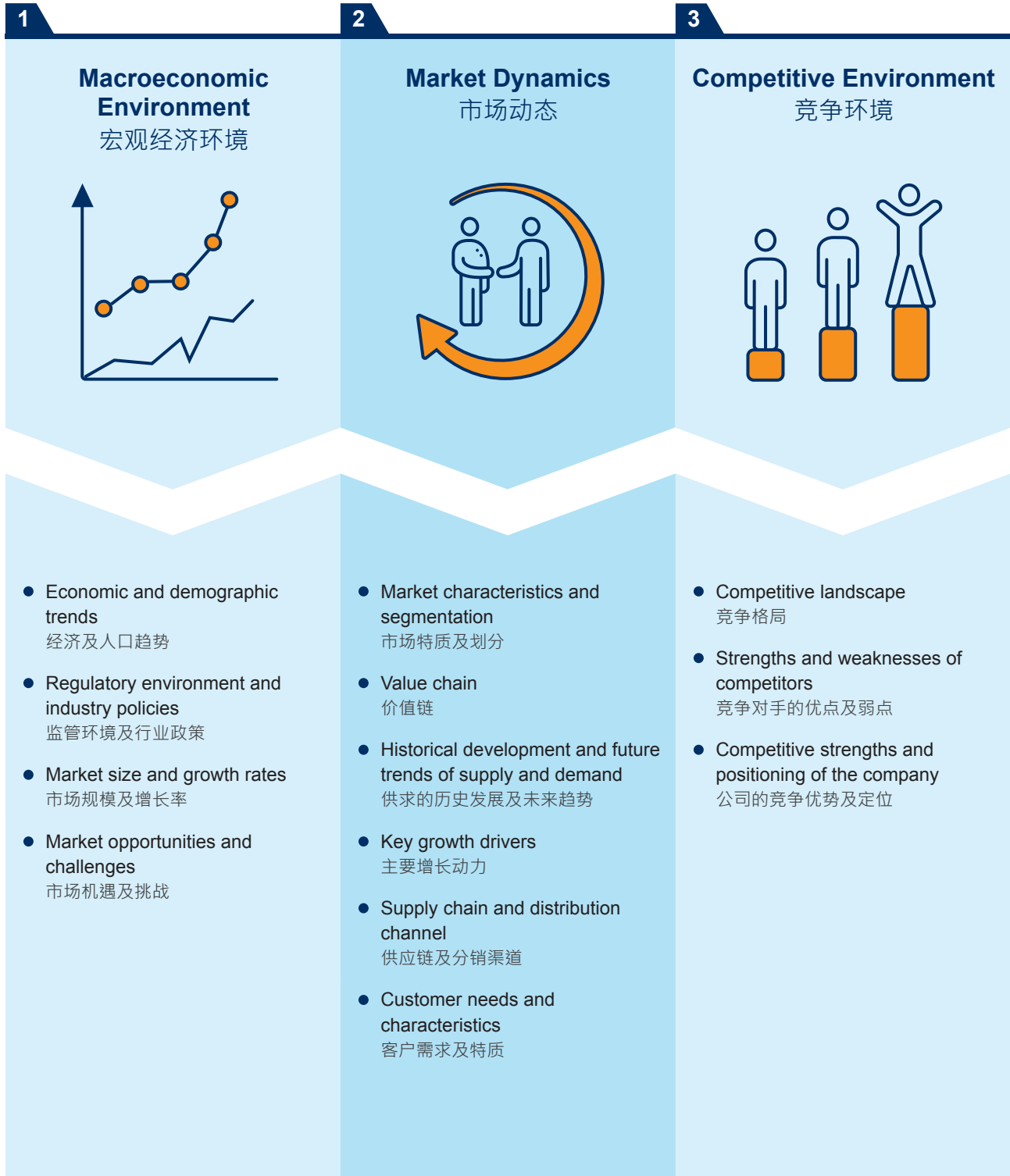
信永中和顾问团队为上市申请人提供行业调研及分析，协助公司准备招股书。我们就行业的市场趋势、发展及风险因素进行全面的研究，提供独立及客观的参考意见。



## Analysis Scope 分析领域

We offer customised approach, built on our profound experience in market research and industry knowledge. The scope of research and analysis is designed according to the client's needs and business nature, generally covering:

结合我们深厚的市场调研经验及行业知识，我们能够为客户提供最合适的调研计划。调研及分析范围根据客户的需求及业务性质而制定，一般会包括：





# Research Process and Methodology

## 调研过程及方法

Our professional research team adopts a consistent and rigorous approach at all stages of the research process, delivering an in-depth analysis and reliable insights supported by facts and credible information. The process is closely monitored to ensure that the IPO timetable is met.

我们的专业团队在整个过程均采用一套严谨的调研方法，基于事实及可信资料，进行深入的分析及提供可靠的意见。我们会密切监控进度，确保工作按上市时间表推进。

### Consultation with the client

#### 与客户协商

- Understand the client's business operation  
了解客户的业务运作
- Confirm research scope and plan  
确定调研范围及计划
- Study in-house information  
阅读内部资料
- Discuss with relevant departments  
与公司相关部门进行讨论



### Primary and Secondary Research

#### 第一手资料研究及市场资料搜集

- Conduct interviews with industry players and experts, including industry associations, customers, suppliers, etc.  
与业内人士及专家进行访谈，对象包括行业商会、客户、供应商等
- Analyse from different perspectives the information collected from the government, international professional databases, industry associations, securities analysts, etc.  
多角度分析从政府、国际专业数据库、行业商会、证券分析员等收集回来的资料



### Preparation of the analysis report

#### 准备分析报告

- Draft the analysis report, and review the report together with sponsors and legal advisers  
撰写分析报告，并与保荐人及法律顾问一同审阅报告



### Preparation of the industry overview section

#### 准备行业概览部分

- Complete the industry overview section for the prospectus  
完成招股书内的行业概览部分



### Professional support throughout the process

#### 提供全过程专业咨询

- Field questions from regulators  
回应监管机构所提出的问题
- Refine the report to obtain the approval of regulators  
优化报告内容以通过监管机构的审核





# Our Solid Experience

## 我们的丰富经验

ShineWing has accumulated a wealth of knowledge and experience in research and due diligence in various industries.

信永中和在不同行业累积了丰富的调研及尽职调查方面的知识及经验。



## Contact us 联络我们

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