A LUXURY HOUSE

Doing business in China

> CASE STUDY . LUXURY

DOING BUSINESS IN CHINA REQUIRES WELL ESTABLISHED LOCAL EXPERTS

CONTEXT

Throughout its history, our client has been committed to meeting the highest standards in terms of skills and style. A desire to excel through innovation and a sense of tradition illustrated in its entire range of luxury products: travel goods, handbag...with a large range of matching accessories.

CHALLENGES

Our client wanted to expand into Asia and planned to open flagship stores in China. They engaged Mazars because they wanted a premium adviser with a deep understanding of the luxury goods market and a well-established presence in Asia. We were also selected for our in-depth knowledge of the Chinese tax and accounting environment.

SOLUTIONS

We quickly understood that they were looking to rapidly open their first boutique in Shanghai, so we explained all the steps they would need to take and some of the issues they would have to deal with, such as TPE machines for credit card transactions, inventory monitoring, etc... We initially helped our client to prepare for all the challenges that could face a newly-established retail outlet in China. We also provide bookkeeping, payroll and tax compliance services.

IMPACT

Our client now considers Mazars as its premium adviser and will work again with Mazars wherever they open a new store.

CLIENT > A luxury House

COUNTRY > China

SECTOR > Luxury

ASSIGNMENT > Help prepare for all the difficulties that could face a newly-established retail outlet in China.

OFFERING > Accounting & Outsourcing services

AUDIENCE > Top Management

TEAM > Mazars' AOS team in China

GOING FURTHER > Mazars has a proven track record by helping international companies do business in China. Our local team is well established and has developed close connections with all Mazars' offices worldwide trhough chineese desks. For further information, visit our website or contact our team in China.

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