

## All View Consulting Limited Corporate



### Overview

Beijing All View Consulting Limited Corporate (for short, and the English abbreviation is AVC) was founded in December 2007 through CHINA VIDEO INDUSTRY ASSOCIATION (CVIA), and is professional in the market researching and consulting of marketing of consumer electronics and household electricity appliance industry.

AVC owns a retailing monitoring network system which covers 4300 end stores in 390 cities, and is the largest and most authoritative household electricity retail monitoring and market research institution in China. Based on the subject and impartial monitoring data and scientific way of classification, AVC formed a particular five-level market classification system, further more, AVC promptly and accurately feeds back various market researching reports to all kinds of clients in the form of weekly report and monthly report.

Based on the retail monitoring data and industry statistical data, and with the core business of retail monitoring, industry research, marketing strategies research, consumer research, consulting of marketing, etc, AVC pioneered in the market research in commercial display (B2B) at the same time. In October 2009, AVC held the “The First China Commercial Display (B2B) Market Summit Forum” which won the energetic support and good comments from mainstream manufactures.

Since the foundation, AVC has been strongly supported by Electronic Information Division of Ministry of Industry and Information Technology(MIIT), Operation Monitoring and Coordination Bureau and China Video Industry Association(CVIA). Shouldering the responsibilities of China Video Industry Association Plasma professional committee office and LCD industry alliance preparation office, AVC undertook the industry authoritative conferences of “China’s Color TV Industry Research Quarterly Conference”(CRC), “White Goods Industry Development Summit Forum”, “China Commercial Display (B2B) Market Summit Forum” and so on, which were co-hosted by Electronic Information Division of Ministry of Industry and Information Technology(MIIT), Operation Monitoring and Coordination Bureau and China Video Industry Association(CVIA). In 2009, AVC won the bid of *The Information Service Platform Construction of Home Appliances Going to the Countryside* with its outstanding research and service capabilities, and AVC became the supporter of electronics development Fund of Ministry of Industry and Information Technology.

Because of its professional team and good service, AVC built the image of “preciseness, Accuracy and profession” in the consumer electronics field, and became the representative of authoritative market research and consulting power in China.

## Business Scope

The business scope of AVC is as follows:

**Retail Monitoring:** analyzing and summarizing terminal retail data, data base, evaluating market scale and structure, monitoring product price, monitoring new products, monitoring promotion information, analyzing market hotspots, analyzing retail channels, etc.

**Consulting of Marketing:** commercial market strategies, competitive strength and competitive strategies, terminal construction and management, lifecycle management, price fixing and management, channel management, regional market breakthrough, product definition, terminal training, etc.

**Consumer research:** U&A research, market segmentation research, degree of satisfaction research, brand research, new product test, etc.

**Industry research: industrial environment** and strategies research, industry current situation and competition analyze, industry chain research, industry shift and distribution research, industry trend and prospect research, industry investment opportunity and risk research and strategies counseling of industry positioning.

**Conference service:** Holding regular conferences and summit meetings of color TV, plasma, LCD, VCD player, HD storage and other industries along with the departments in charge, industry associations and other authoritative institutions. Besides these, AVC also host the high-level conference or salons of other industries.

## Retail monitoring channel

So far, AVC has established a systematically segment basic investigation network which covers more than 4300 end market information collecting spots in 390 cities and towns, and enjoyed the largest household electricity appliance market monitoring network.



	2009	2010
super cities	4	4
first class cities	41	37
second class cities	150	150
third and forth class cities	111	199
Total	312	390

### five types of AVC information collecvcting spots

- ✓ national chain stores channel
- ✓ local chain stores channel
- ✓ department store
- ✓ chain supermarket
- ✓ Household electricity mall

For the convenience to spot-checking and investigation in different areas and channels in China, AVC

formed a particular five-level market classification system based on the scientific classification method and professional investigation experience.

In every segment market, AVC follows the following rules in picking monitoring samples in order to make sure the data is subject and impartial:

The first, Spreadability, which means the sample should cover a certain number of monitoring stores in every market.

The second, Typicality, which means the channels of monitoring stores choose should reflect the actual local channel proportion.

The third, Balance, which means the various monitoring channels in different areas, the size of the stores of every channel should reflect the actual size of the stores.

As a whole, the distribution of retail outlets of All View Consulting (AVC) to monitor the channels keeps to statistical principles

Statistical sampling formula based on random sampling of the system is calculated as follow:

$$n = \frac{Nz^2P(1-P)}{N\Delta_p^2 + z^2P(1-P)} = \frac{z^2P(1-P)}{\Delta_p^2 + \frac{z^2P(1-P)}{N}}$$

N; population

n: the sample size taken out from the visit city

Z: Normal statistical variation (when the confidence level is 95%, Z=1.96)

P: the value of Sample proportion usually set to 0.5

$\Delta_p$  : EE Error Excepted

Because of the effects mentioned above, AVC formed a scientific, subjective and impartial data monitoring system which makes AVC one of the most authoritative market institutions in China.

## Team

Market research and consulting is a kind of business based on advanced research talents, and the long-term development of company hinges on the structure and level of talents. Since the establishment, AVC is always aiming to create a professional and reasonable research group via continuous absorption and construction, and now it has had 45 full-time research group. Master's degree or above occupies 60%.

The research group has specialized technological capability and rich in strategic management, industrial investment, research consulting, marketing, professional market, public relations, government relations and other key positions.

## Client Cooperation

By the end of September in 2009, All View Consulting (AVC) Corp. has established deep cooperation relationships with nearly one hundred famous enterprises both at home and abroad, such as Skyworth, TCL, Konka, Haier, Changhong, Samsung, Panasonic, LGD, AUO, Chi Mei, BOE, IVO, Intel, TPV, Corning, Siemens and Philips.

**Panasonic**



**AUO**

**CMO**

**IVO**

**Haier**

**Skyworth 创维**



**CHANGHONG 长虹**



**FOXCONN**

**HITACHI**  
Inspire the Next

**PHILIPS**

.....

**SHARP**

**TOSHIBA**

**SANYO**  
東莞華強三洋電子有限公司

**SIEMENS**

**CORNING**



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