

Business Development Support

FULFILMENT

CASE STUDY: PARAGON SOFTWARE SYSTEMS



Transport logistics optimisation specialists Paragon approached CBBC for assistance in understanding opportunities in the Chinese market

Paragon Software Systems is a leading provider of routing, scheduling and transportation optimisation software. It delivers innovative software solutions that cut transportation costs, improve efficiency and raise customer service levels.

Paragon commissioned an Overseas Market Introduction Service project with CBBC, to further understand local policies regarding transportation and fulfilment in China, as well as to better understand the market for its software solutions.

CBBC helped Paragon to understand the market by using its network and experience to conduct research into competitors, the regulations covering city-wide logistics in China as well as government objectives, policies and incentives.

CBBC undertook extensive qualitative research into the transportation market in China, conducting interviews with a number of established organisations and also provided guidance on local regulations for logistics companies.

CBBC interviewed 10 relevant Chinese companies to investigate the market, including firms from a variety of industry sectors such as retail, food delivery and third party logistics. This allowed CBBC to identify some key opportunities as well as potential challenges for Paragon. Based on our research and analysis, CBBC proposed market entry strategies and helped reaffirm Paragon’s vision to further expand into the market.

“China presents a huge opportunity for the Paragon business. Our routing and scheduling solutions have been proven to deliver benefit to a wide range of transport operators around the world. Our work with the CBBC has been instrumental in helping us understand the Chinese market so that we can make the most of what this exciting and diverse market has to offer a business such as ours,” William Salter, Managing Director, Paragon Software Systems.

Paragon has subsequently employed a full-time business development manager in the Shanghai British Business Centre, by utilising CBBC’s Launchpad incubator service.



Fast Facts

Company: Paragon Software Systems
Location: Surrey
Sector: Transport Solutions
Website: www.paragonrouting.com

Contact CBBC Tel: +44 (0)20 7802 2000
 Email: omis.london@cbbc.org