

3-month contract position as Project Lead Consultant

The Beijing Axis

Johannesburg

1 June 2011

Company introduction

The Beijing Axis is a China-focused advisory firm with extensive experience in facilitating China-Africa commercial engagements. The company has four business units – Strategy Advisory, Procurement Services, Corporate Finance and Commodities Trading – through which we are able to provide a wide and comprehensive service set to clients across various industries. The Beijing Axis has an expanding global presence with offices in Beijing, Singapore and Johannesburg, and since the company's founding in 2002 it has assisted a range of blue chip South African companies in China, as well as major Chinese State-Owned Enterprises in their African engagements.

For more information, please peruse the rest of this website, including [The Beijing Axis Company Profile](#) and [The China Analyst](#), the company's quarterly newsletter.

Details on the temporary position as Project Lead Consultant

The Beijing Axis has been selected by a major Chinese state-owned manufacturer of heavy machinery to develop a market entry strategy for the South African market, with the ultimate aim of developing a base for sales and services to also serve the rest of Southern Africa. The project will be delivered over a period of three months, with final delivery scheduled for the last week of September 2011.

The successful candidate will work under a Project Manager who will only be intermittently involved in day to day execution, and then mostly on an administrative and quality control level. The Project Lead Consultant will thus need to take the lead in conceptual planning, resource management, execution and delivery of a high quality, actionable Market Entry Strategy.

The Project Lead Consultant will be managing one consultant in Johannesburg and one consultant in Beijing.

The final product will, amongst other issues, need to comprehensively address the following questions:

- What process should be followed to establish the venture or ventures? What investment vehicles should be employed, and how should the venture be structured?
- What level of investment is required? Manufacturing vs. assembly vs. parts & service support?

- What are the other critical regulatory issues that need to be addressed?
- What products should be introduced into the South African market, and how should it be positioned? How should these products be adjusted and improved to fit the local market? How should marketing and sales be approached?
- How should the client's newly formulated strategy be integrated and harmonised with its current business in South Africa?
- What human resource strategy should be adopted?
- How should the client go about developing a public relations and CSR strategy?
- How could the newly formulated South Africa strategy serve as a platform for a long term Africa strategy?
- What is the recommended timeline for establishing the venture?
- What will the financial implications be?

Particulars of contract:

- Title:** Project Lead Consultant
- Duration of contract:** 3 months, from 1 July to 30 September 2011. The Beijing Axis reserves the right to extend the contract for one month on six weeks' notice, in the case of project time overruns
- Remuneration:** Competitive
- Location:** Bedfordview, Johannesburg.
- Employment status:** Contractor/Consultant. The successful candidate will not be included in the company's PAYE schedules

Candidate requirements:

- Management consulting experience of more than 5 years
- At least 3 years' experience in managing consulting projects
- CA (SA), MBA or other business/financial qualifications. Qualifications will be assessed within the context of the candidate's experience.
- Sound analytical and problem-solving skills
- Ability to work in teams with colleagues from diverse cultures and backgrounds

- Excellent English composition skills. As the final product will be translated into Chinese before delivery to the client, the copy must be sufficiently clear for translation to be done without any explanatory assistance from the author
- A passport valid until at least 1 April 2012, as the successful candidate will need to travel to China on at least one occasion (in order to arrange a Chinese visa, six months' validity after return is required)
- Experience in formulating and delivering market entry strategies in the machinery sector is a definite advantage, but not essential
- Experience in delivering consulting projects for Chinese companies is beneficial but not essential
- The ability to speak Mandarin is an advantage, but as the project is to be executed in South Africa, not essential

Interested parties should please send a *curriculum vitae* and cover letter to Dirk Kotze at dirk@thebeijingaxis.com before Monday 13 June.