Statement On China Sales Team Performance

On behalf of the China sales team, we sincerely apologize for **not achieving the company' s overall sales target in Q1 2025**. While we made progress in key metrics such as a 74.5% MoM sales increase and a 27% sales share, we fully acknowledge that this falls short of expected breakthroughs. Below is our reflection on data, strategy, and execution:

Key Performance Gaps

Target Shortfall:

China Q1 Actual Sales: £1,637,203.56;

Overperformance by Turkey teams (e.g., Turkey' s 143% QoQ growth) highlighted China' s growth momentum issues.

Structural Challenges:

Peak Season Lag: Chinese student rentals peak May-September, with Q1 bookings accounting for only 18% of annual projections. Demand capture strategies were inadequately front-loaded.

Partner Constraints: Key platforms (e.g., Uhomes, Firefly Housing, Awehome, ect.) reduced promotional support due to unpaid commissions, leading to an estimated potential order loss.

Insufficient on Checking of Leads: As I had to handle new company registration and office relocation, the time allocated for follow-up of leads was reduced.

Strategic Execution Shortcomings

Delayed Xiaohongshu Recovery: Negative review cleanup took 30% longer than planned, delaying KOC campaigns until March;

Resource Misallocation: Wei Pan has over-focused on Southeast Asia agents diluted core partner maintenance. This

resulted in him not allocating enough time and energy to sales.

I will analyze it in detail below.

I. Core Data Analysis (Tables)

Metric	March 2024	March 2025	YoY Change
China Team Sales Share	22%	27%	**+5%**
China Team Sales Growth	£382,020.42	£664,260.40	**+74.5%**
Company-wide Growth	-	-	**+20%**

Regional Comparison:

Turkey Team: +143% MoM (Indian Orders +100%); According to news reports, India is expected to overtake China as the largest source of international students to the UK this year.

India/Europe: +100%/+90% Order Growth (Visa Simplification).

II. Market Context & Peak Season Trends

1.**Chinese Student Rental Peak Season**:

●The peak rental period for Chinese students in the UK is **May to September**, aligning with visa approvals (April-June) and the academic year start (September).

●**April-June 2024 Sales (Pre-Peak Period)**:

Month	China Sales	Sales Share
April	£664,782.99	28%
May	£1,431,089.41	38%
June	£1,468,381.08	**39.7%**

2.**Competitive Landscape**:

●31% decline in Indian student visas may reduce housing competition for Chinese students. This will mainly affect dependent visas. From 2024, partners and children of students studying ordinary postgraduate courses will no longer be able to apply for a long-term residence visa in the UK.

III. Growth Strategies

1.**Xiaohongshu (Little Red Book) Optimization**:

●**Issue**: 2024 deposit refund delays led to negative reviews.

●**Actions**:

Resolved 80% of negative posts, launched KOC program (50+ student influencers);

Promote "Cashback and Services Fees Deduction" (for bookings before June).

2.**Multi-Channel Expansion**:

●**WeChat Ads**: Target parents with "Safe Accommodation" messaging;

●**Southeast Asia Agents**: Partnered with 10 new agents in Thailand, Hong Kong and Taiwan.

3. Partner Retention & Escalation

Critical Issue:

Unpaid Commissions: 2024/25 commissions overdue for key partners (e.g. Firefly Housing, Zabit, Let-Room), dampening their promotion efforts.

Retention Strategies:

Initiative	**Execution Plan**	**Support Needed**
Regular Partnership Meetings	Monthly strategy alignment with Top 5 platforms.	None
Transparent Commission Tracking	Provide real-time order data APIs.	Partners Portal
Priority Payment for Key Partners	Request HQ expedite payments to critical partners.	**Urgent Finance Team Intervention**

IV. Team Performance

1. Key Staff Contributions

Michael – Channel Partnerships & Platform Management

Responsibilities:

Manage **30+ booking platforms and agency partnerships** (e.g., Uhomes, HoliHome, etc.), ensuring real-time inventory and price updates.

Tailor strategies per platform (e.g., exclusive listings for commission-based platforms, SEO optimization for subscription models).

Collaborative Impact:

Implement 7×24 response protocol, achieving **<30-minute reply time** for night inquiries, boosting partner satisfaction.

Secured **homepage banner placements** on two new platforms, projected to increase Q2 traffic by 20%.

Shenshen Liu – Social Media & Customer Service

Responsibilities:

Oversee **Xiaohongshu/WeChat customer service**, handling 20+ daily inquiries (pre-sales to post-issue resolution). 4-5 students will leave information in the end and will be counted as leads.

Develop "*Negative Review Response Guidelines*", reducing resolution time from 72 to **12 hours**.

Collaborative Impact:

Launched "Alumni Support Groups" before peak season (May-September), improving conversion rates by 20**%**.

Introduced "Deposit Transparency" scripts, reducing Q1 booking cancellations by 65%.

Wei Pan – Strategic Partnership Development

Responsibilities:

Focus on **Southeast Asia markets** (Thailand, Taiwan, Hong Kong), partnering with study-abroad agencies and language schools.

Design "Bundled Solutions" (e.g., accommodation + airport pickup) to incentivize agency referrals.

Collaborative Impact:

Expected to sign 3 regional leading agencies, including **a Thai partner** generating 50+ leads.

Pilot "Alumni Referral Program" with Hong Kong international schools for long-term engagement.

2. Cross-Team Collaboration

Knowledge Sharing: Weekly syncs among sales, customer service, and marketing teams to align on client needs.

Resource Allocation: During peak season, 1 customer service staff temporarily support China team's agency onboarding.

V. Conclusions

The China sales team achieved remarkable progress in March 2025, with a **74.5% MoM sales growth** and a 27% sales share. Despite the inherent seasonality of Chinese student rentals (peak: May-September), the team laid a solid foundation for Q2-Q4 growth through **Xiaohongshu reputation recovery, multi-channel expansion, and agile collaboration**.

Team efficiency remains the core driver:

Michael ensured stable lead generation by managing 30+ platform partnerships and 24/7 responsiveness;

Shenshen Liu streamlined customer service, resolving negative reviews within 12 hours and boosting conversions through tailored scripts;

Wei Pan's breakthroughs in Southeast Asia validated the regional diversification strategy.

Moving forward, we will focus on **pre-peak marketing (e.g., early-bird discounts) and tech-driven service upgrades**, while monitoring visa policies and competitive risks. We recommend HR collaborate to refine performance metrics, aligning incentives with long-term goals.