

IPS - In the Money Through a Merchant Focus

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Abstracts

IPS is one of China's oldest third-party payment providers, and through their online payment platform, is one of the few Chinese payment providers making a profit. To date, they have been successful where others have failed by focusing on merchant-targeted online payment solutions. IPS has been able to make money in spite of a very small registered user base of only 1.5 million. In this report, we dissect how IPS, already 7 years in the industry, has been successful so far and whether or not their strategy is suitable for future growth in China's payment industry.

Key Topics Covered

IPS focuses on accumulating merchant partners and not individual users for its online payment platform.

IPS is one of the few Chinese payment providers with positive cashflow, putting them in position to grow their business rather than start up a business.

Strong and aggressive sales and marketing teams, have led to high exposure in local conferences, events, and the press.

IPS leverages funding and technology from its Hong Kong-listed parent, Universal Technologies Holdings.

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