

# StartAsia<sup>TM</sup>

a business unit of



**MarketingthatWorks!** Pte.Ltd.



**MARKET ENTRY SOLUTIONS  
IN THE REGION THAT DRIVES GLOBAL ECONOMIC GROWTH**

# OVERVIEW

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**Marketing that Works Pte Ltd** is an international business and management consulting firm based in Singapore, and in line with our corporate motto of “*Redefining Global Marketing Strategy*”, our focus is on advising international companies on how to excel and succeed in markets in Asia as we do understand the complexity of a foreign market entry project.

Today’s companies do need fresh ideas and new markets to drive the growth of their products and services, to create new Joint-Ventures across Asia, to move manufacturing plants to Asian locations getting advantages of local state-of-the-art physical infrastructures, excellent logistical facilities, skilled labor, and incentives offered to attract foreign companies, providing investors and companies with a powerful opportunity to establish a strategic foothold in a fast growing marketplace.

Maintaining quality standards and sustaining profitable growth in the competitive markets in the ASEAN region of South-East Asia, and in the rapidly evolving marketplace of China, requires powerful marketing strategies that enable companies to build, nurture, and maintain long-term and profitable business relationships.

It is then important to rely on a competent source, and hire a professional international business consultant for designing, developing and executing a Foreign Market Entry plan.

**Start2Asia™** - our dedicated business unit - which name recalls the proactivity of doing business in the region that drives global economic growth, provides a one-stop business solution to achieve scale and growth in Asia thanks to a unique suite of integrated Strategy, Marketing, Business, and Corporate services designed for international companies with a potential for growth in selected markets in Asia, and eyeing east for developing new business and new markets.

## **Focus on Market opportunities**

With this in mind **Start2Asia™** provides companies with:

- a focus on market opportunities and potential
- a modern thinking approach
- a structural understanding of markets in Asia
- a value proposition delivering a practical business framework for developing a winning market entry strategy plan, understanding how to adapt to local values and cultural differences

# 12 INDUSTRIES WITH A STRONG POTENTIAL FOR GROWTH IN ASIA

GDP growth and a fast growing population are clear signs driving the advance of emerging and developing markets, with rising incomes and a stronger middle class driving a substantial increase in demand for goods and services.

The following 12 industries are experiencing strong growth in Asia:



**LUXURY GOODS**



**TOURISM & HOSPITALITY**



**DESIGN & HOME DECOR**



**FOOD & WINE**



**AEROSPACE & TRANSPORTATION**



**EXECUTIVE EDUCATION**



**REAL ESTATE & CONSTRUCTION**



**CREATIVE SERVICES**



**GREEN TECH & AUTOMATION**



**NATURAL HEALTH PRODUCTS**



**PHARMA & BIOTECHNOLOGY**



**CONSUMER GOODS**

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# 15 MARKETS IN ASIA TO DEVELOP NEW BUSINESS

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Asia is driving global economic growth, and will remain the world's fastest-growing region.

Its multifaceted rapidly growing markets offer multiple business opportunities and potential to international companies eyeing East for their growth strategy, as other regions and markets offer only limited growth opportunities.

Each single market in Asia provides investors with different and powerful opportunities to establish a strategic foothold in a fast growing marketplace, and often offering state-of-the-art physical infrastructures, world-class business environment, excellent logistical facilities, tax incentives for foreign start-ups and companies eyeing East for developing new business.

The region is home to the **4 Asian Tigers** of Hong Kong, Singapore, South Korea, and Taiwan ROC. Also defined as Asian Dragons, these 4 economies consistently maintain high level of economic growth.

It's home to the **10 markets of ASEAN**, the Association of South-East Asian Nations, established in 1967 by Indonesia, Malaysia, Philippines, Singapore and Thailand, and later enlarged when Brunei Darussalam, Cambodia, Lao DPR, Myanmar, and Vietnam joined the economic community.

And the region portrays **4 of the top 10 financial centres of the world**, with Singapore, Hong Kong, Shanghai, and Tokyo presenting a dynamic mix of powerful business cities and financial hubs.

# WHY INVESTING IN THE ASEAN REGION?

ASEAN

**Brunei • Cambodia • Indonesia • Laos  
Malaysia • Myanmar • Philippines  
Singapore • Thailand • Vietnam**

## ASEAN at a snapshot (2012):

- population: 604,8 million
- GDP: US\$2,178.1 billion
- GDP growth rate: 4.7%
- GDP per capita: US\$3,601
- export, rate of growth: 16%
- import, rate of growth: 17.6%
- total FDI inflow: US\$114 billion
- change in FDI inflow: 23.7%

- ▶ 10 economies
- ▶ 1 vision
- ▶ 1 identity
- ▶ 1 community
- ▶ charting progress towards regional economic integration



## 10 good reasons to consider the ASEAN region

- 1 Rapid growth has turned Asia into a global economic powerhouse
- 2 High potential for growth for 12 business and manufacturing industries
- 3 10 markets in Asia to develop new business
- 4 Limited growth opportunities in other regions/markets
- 5 New business incentives offered by local governments
- 6 Stable government and political system
- 7 Developing new markets and/or increasing market share
- 8 Reasonable production costs and availability of raw materials
- 9 Availability of trained personnel and efficient manpower
- 10 Positive sentiment towards Europe and the USA

## 3 MODES OF MARKET ENTRY

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If your company is eyeing East, towards Asia, the region that drives global economic growth, selecting the best market entry option is a critical decision for your company's long term success.

Market entry modes in Asia, from the ASEAN region to China, include one or more of the following solutions:

**E**

**EXPORT**

- Representative Office
- Direct Export
- Agents & Distributors
- Licensing

**JV**

**JOINT-VENTURE**

- Equity Joint-Venture
- Non-Equity Joint-Venture
- Strategic Alliances

**FDI**

**FDI**  
(Foreign Direct Investment)

- Manufacturing Plant
- Trading Company
- Mergers & Acquisitions

**Start2Asia™** can advice and assist you in:

- ▶ identifying market opportunities and potential for your products and services,
- ▶ designing the most appropriate market entry strategy for your company's international business strategy according to the selected market(s) and preferred mode of entry
- ▶ applying the most effective Strategy, Business, Marketing & Corporate tools for developing new business and new markets

# OUR BUSINESS TOOLS



Divided into 5 core competences, the **Biz Tools** of **Start2Asia™** are your guide to achieve scale and growth in markets in Asia

## STRATEGY

**Strategy consulting** provides a structural understanding of markets in Asia with a modern thinking approach, and a focus on market opportunities and potential.

- **Design Market Entry Strategy**
  - Market Entry in Asia: **Start2Asia™**
- **Market Research**
  - Product Analysis & Feasibility Study
  - Market Research & Market Analysis
  - Market Opportunities & Potential
- **Export of Products & Services**
  - Select local Distributors and Agents
  - Develop Commercial Alliances
- **Joint-Ventures**
  - Select local strategic partner for JV
  - Define Business Plan
  - Negotiate Memorandum of Agreement
  - Develop Strategic Alliances
- **FDI (Foreign Direct Investment)**
  - Identify Investment Opportunities
  - Business Plan for Manufacturing Plant
  - Business Plan for Trading Company
- **Business Strategy**
  - Business Model & Business Plan
- **Strategy Tracking**
  - Feedback, Tracking, ROMI & ROI

## BUSINESS DEVELOPMENT

**Business Development services** develop the network of contacts with key players in selected market.

- **Business Development**
  - B2B Presentations & B2B Meetings
  - Networking with Key Buyers
  - Networking with Trade and Media
  - Workshops and Seminars
  - Business Delegations

## MARKETING

**Marketing services** give a practical framework for developing a winning strategy and understanding how to adapt to local values and cultural differences.

- **Market Analysis**
  - Industry Sector Analysis
  - Market and Business Outlook
  - Country Report
- **Events & Public Relations**
  - Product Launch
  - Networking with Opinion Leaders, Key Business Players, Media and Trade
  - Trade Shows
- **MTWdeLUX™**
  - Bespoke consulting for Luxury firms
- **Destination Marketing**
  - Marketing services for THL companies

## CREATIVITY & COMMUNICATION

**Creativity services** design your brand image and develops communication tools to position your brand and products in selected markets.

- **Marketing Communication**
  - Brand Identity & Brand Development
  - Advertising
  - In-Store Promotion
  - Web Services & Web Marketing
  - Social Media Marketing

## CORPORATE

**Corporate services** cover all the areas for registering, and managing, your company in:

- ▶ **Singapore**, Asia's hub for developing new business in the ASEAN region and the Greater China markets
- ▶ **Hong Kong**, for developing new business in the Greater China markets

- **Singapore Company Registration**
- **Hong Kong Company Registration**
- **Company Management**
  - Managing your Representative Office
  - Managing your Trading Company

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