

StartAsia™

Your business solutions to achieve scale and growth in markets in Asia

**10 INDUSTRIES WITH A STRONG
POTENTIAL FOR GROWTH IN ASIA**

**10 industries with a strong
potential for growth in Asia**



LUXURY GOODS



FOOD & WINE



DESIGN & HOME DECOR



TOURISM & HOSPITALITY



**EXECUTIVE
EDUCATION**



CREATIVE SERVICES



**REAL ESTATE &
CONSTRUCTION**



**GREEN TECH &
AUTOMATION**



NATURAL HEALTH PRODUCTS



**PHARMA &
BIOTECHNOLOGY**

14 MARKETS IN ASIA
TO DEVELOP NEW BUSINESS

14 markets in Asia

E

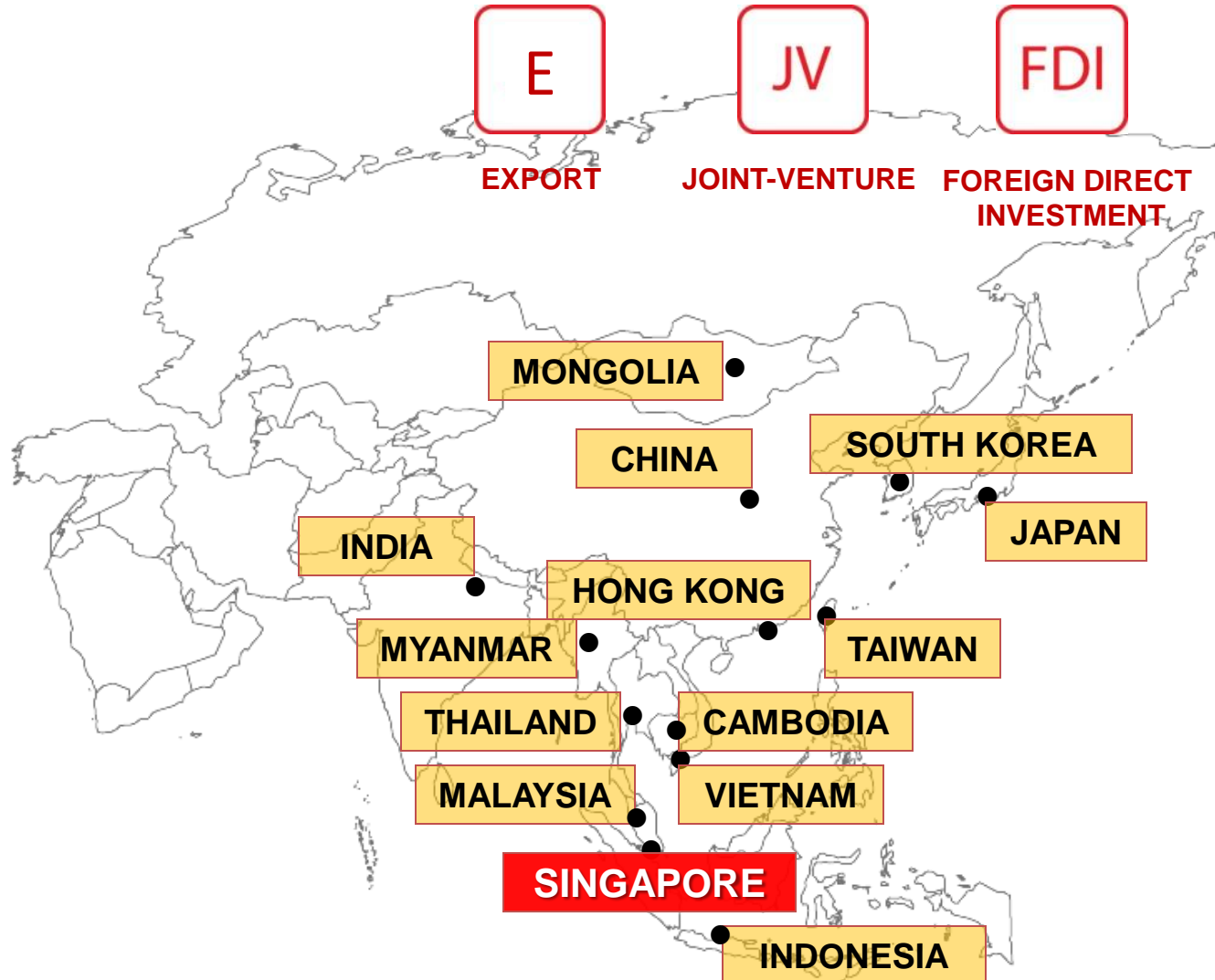
EXPORT

JV

JOINT-VENTURE

FDI

FOREIGN DIRECT
INVESTMENT



- ✓ CAMBODIA
- ✓ CHINA
- ✓ HONG KONG
- ✓ INDIA
- ✓ INDONESIA
- ✓ JAPAN
- ✓ MALAYSIA
- ✓ MYANMAR
- ✓ MONGOLIA
- ✓ **SINGAPORE**
- ✓ SOUTH KOREA
- ✓ TAIWAN
- ✓ THAILAND
- ✓ VIETNAM

INTERNATIONAL COMPANY



BUSINESS GOALS IN ASIA

- 1) IDENTIFY MARKET OPPORTUNITIES AND BUSINESS POTENTIAL IN SELECTED MARKETS IN ASIA (with a focus on SINGAPORE, the ASEAN region, and CHINA) WHERE THE COMPETITIVE ADVANTAGE OF THE INTERNATIONAL COMPANY CAN GENERATE A STRATEGIC POSITIONING FOR DEVELOPING NEW BUSINESS, DIVERSIFYING ACTION ACCORDING TO SINGLE MARKETS
- 2) BRAND POSITIONING IN ASIA
- 3) DEVELOP JOINT-VENTURES FOR PRODUCT DISTRIBUTION, AND MANUFACTURING, IN SELECTED MARKETS IN ASIA
- 4) DEVELOP COMMERCIAL ALLIANCES AND AGREEMENTS FOR LOCAL DISTRIBUTION ("RETAIL" & "CONTRACT")



INTERNATIONAL BUSINESS & MARKET ENTRY STRATEGY CONSULTING FIRM

TRANSLATING
MARKETING STRATEGY
INTO ACTION FOR
DEVELOPING FOREIGN
MARKET ENTRY
PROJECTS AND NEW
BUSINESS IN ASIA

INTERNATIONAL
EXPERIENCE

INTERNATIONAL
MARKETING & B2B

INTERNATIONAL
NETWORKING

- 1.) MARKET INTELLIGENCE IN 14 MARKETS IN ASIA
- 2.) MARKET ENTRY STRATEGY IN ASIA
- 3.) MARKETING STRATEGY IN ASIA
- 4.) SINGAPORE COMPANY REGISTRATION

INT'L
COMPANY

CREATE VALUE FOR THE INTERNATIONAL COMPANY IN ASIA
MARKET ENTRY & BUSINESS DEVELOPMENT IN ASEAN & ASIA

Start2Asia™

OUR BIZ TOOLS:

- ☒ **STRATEGY CONSULTING**
- ☒ **MARKETING & BUSINESS SERVICES**
- ☒ **CORPORATE SERVICES**

PRODUCT ANALYSIS

- ☑ PRODUCT/SERVICE/PROJECT STRENGTH
- ☑ SWOT ANALYSIS AND FEASIBILITY ANALYSIS

MARKET RESEARCH

- ☑ COUNTRY REPORT OF FOREIGN COUNTRY AS POTENTIAL MARKET
- ☑ ANALYSIS OF FOREIGN MARKET AND MARKET OUTLOOK FOR THE SPECIFIC PRODUCT/SERVICE
- ☑ INDUSTRY SECTOR ANALYSIS, AND THE STATE OF COMPETITION
- ☑ WHAT SELLS AND WHO BUYS THE SPECIFIC PRODUCT/SERVICE
- ☑ BUYER ANALYSIS AND BEHAVIOUR
- ☑ LOCAL REGULATORY REQUIREMENTS
- ☑ IDENTIFICATION OF ALL POTENTIAL BUSINESS OPPORTUNITIES FOR THE SPECIFIC TYPE OF PRODUCT/SERVICE

MARKET ENTRY STRATEGY

- ☑ IDENTIFICATION OF LOCAL DISTRIBUTION CHANNELS
- ☑ SELECTION OF LOCAL DISTRIBUTORS AND AGENTS
- ☑ IDENTIFICATION AND SCREENING OF LOCAL STRATEGIC PARTNERS FOR A JOINT-VENTURE/JOINT-COOPERATION PROJECT
- ☑ NEGOTIATION WITH SELECTED J/V PARTNER
- ☑ DEFINITION OF MARKETING AND REVENUE GOALS & BUSINESS PLAN
- ☑ MAJOR LOCAL AND REGIONAL INDUSTRY TRADE-SHOWS & WEB SALES

MARKETING STRATEGY

- ☑ MARKETING COMMUNICATION: ADVERTISING, PACKAGING, IN-STORE PROMOTION, WEB, TO FOSTER YOUR COMPETITIVE ADVANTAGE
- ☑ PRICING / DISTRIBUTION / PROMOTION STRATEGIES
- ☑ BUSINESS PLAN: STRATEGY, MARKETING, BUDGET AND TIME-LINE FOR ENTERING AND DEVELOPING A NEW FOREIGN MARKET

**MARKET STUDIES
& ANALYSIS**

- ☑ PROVIDE COMPREHENSIVE INFORMATION AND MARKET STUDIES ON DIFFERENT BUSINESS SECTORS, INCLUDING FEASIBILITY STUDY, AND SWOT ANALYSIS FOR ENTERING ONE OR MORE ASIAN MARKETS

**NEGOTIATING
A JOINT-VENTURE**

- ☑ IDENTIFY, SELECT AND SCREEN BEST POTENTIAL PARTNER FOR J/V
- ☑ NEGOTIATE WITH J/V PARTNER
- ☑ DEFINE BUSINESS PLAN AND MEMORANDUM OF AGREEMENT

**BUSINESS PARTNER,
INVESTOR &
DISTRIBUTOR SEARCH**

- ☑ IDENTIFY BEST LOCAL BUSINESS PARTNER
- ☑ IDENTIFY BEST INVESTOR OPPORTUNITIES IN THE REGION
- ☑ SELECT DISTRIBUTORS / AGENTS / DISTRIBUTION NETWORKS IN ASIA

**MARKETING
COMMUNICATION**

- ☑ DESIGN MARKETING STRATEGY, ADVERTISING, PACKAGING, IN-STORE PROMOTION & COMMUNICATION PLAN, ADAPTING TO LOCAL VALUES AND CULTURAL DIFFERENCES

**COUNTRY
REPORTS**

- ☑ BUSINESS PROFILES AND COUNTRY REPORTS ON 14 ASIAN MARKETS:
SINGAPORE – CAMBODIA – CHINA – HONG KONG – INDIA – INDONESIA – JAPAN –
MALAYSIA – MONGOLIA – MYNAMAR – SOUTH KOREA – TAIWAN – THAILAND - VIETNAM

TRADE INFO

- ☑ BUSINESS INTELLIGENCE AND DATABASE OF COMPANIES, BUYERS, DISTRIBUTORS, AGENTS, TRADE SHOWS, EVENTS, AND CONFERENCES IN ASIA, FOR 10 DIFFERENT BUSINESS FIELDS/INDUSTRIES

**EVENTS & PUBLIC
RELATIONS**

- ☑ REPRESENTING CLIENT WITH TRADE, B2B, B2C, MEDIA & TRADE-SHOWS
- ☑ PLANNING BUSINESS EVENTS AND PRESENTATIONS FOR INTRODUCING PRODUCTS TO TARGET BUYERS, DISTRIBUTORS, CUSTOMERS, MEDIA

**ADDITIONAL
BUSINESS SERVICES**

- ☑ BUSINESS DELEGATIONS VISITING LOCAL ASIAN MARKETS
- ☑ LANGUAGE TRANSLATION, INTERPRETATION SERVICES, AND CERTIFICATION OF DOCUMENTS

INCORPORATION

- ✓ COMPANY REGISTRATION OPTIONS FOR FOREIGN INDIVIDUALS, FOREIGN COMPANIES, AND SINGAPORE RESIDENTS
- ✓ TYPE OF BUSINESS STRUCTURES
- ✓ INCORPORATION 1-0-1
- ✓ PROCEDURES AND TIMELINE
- ✓ POST INCORPORATION: LICENSE & PERMITS

IMMIGRATION

- ✓ EMPLOYMENT PASS
- ✓ ENTREPRENEUR PASS
- ✓ SINGAPORE PERMANENT RESIDENCE

CORPORATE TAX

- ✓ SINGAPORE CORPORATE TAX
- ✓ SINGAPORE PERSONAL INCOME TAX
- ✓ SINGAPORE GST GOODS & SERVICES TAX
- ✓ TAX EXEMPT DIVIDENDS
- ✓ TAX RESIDENCY OF COMPANIES
- ✓ ANNUAL FILING REQUIREMENTS

CORPORATE SERVICES

- ✓ REGISTERED OFFICE ADDRESS
- ✓ SINGAPORE NOMINEE DIRECTOR
- ✓ SINGAPORE CHARTERED SECRETARY
- ✓ CORPORATE BANKING
- ✓ ACCOUNTING SERVICES

FOR INFO ON:

- **MARKET ENTRY PLANS IN ASIA**
- **BUSINESS DEVELOPMENT PLANS IN ASIA**
- **JOINT-VENTURE PLANS IN ASIA**
- **FDI (FOREIGN DIRECT INVESTMENT) OPPORTUNITIES IN ASIA**
- **SINGAPORE COMPANY REGISTRATION**



**120 Telok Ayer Street
Singapore 068589**
www.start2asia.com – www.marketingthatworks.us
info@marketingthatworks.us