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*Expanding a business in one or more foreign markets requires a rigorous market analysis identifying market opportunities and potential, and is a key goal for the international business strategy of any major company ... and Asia is the key for solid and sound new business development.*

Today’s business managers 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.

### “Run solo”

Every day managers running a family business, small and medium enterprises, and even larger corporations or multinational groups, decide that entering a new foreign market in Asia is instrumental for the growth of their company.

Often encouraged by media headlines, or by a customer or friend who suggests the idea of expanding company business to new markets overseas, most of these managers, although sophisticated and well educated they may be, decide to run solo and embark on a journey that they consider as simple as ... planning a brief vacation.

After all, they think, it’s a just a matter of doing some search over the internet, booking few flights, planning few meetings with some local buyers, and bingo, their products will eventually be displayed on the shelves of a local retail store 6 to 12 time zones away from company’s headquarters!

And all in the blink of an eye! But what happens in reality is that they invest resources, from a budget to cover travel expenses to time invested in travelling overseas, only to discover that it’s not that easy to position a product or service simply based on the fact that it’s their best selling product, or most innovative or effective product, in their own domestic market.



And indeed most of them fly back home without having met with the right contacts, without having searched and collected valuable trade info and data on local markets, and without even checking whether their products or services may have a potential for generating business in a foreign market ... in brief without doing their homework!

And while the list of common mistakes is quite long, surprisingly these mistakes tend to be committed not only by small companies with no prior exposure to foreign markets but, quite often, also by larger and well structured corporations. This is why it is important to rely on a competent source, and hire a professional international business consultant for designing, developing and executing a Foreign Market Entry plan.

And that's where Marketing that Works! steps into action.

Being based and incorporated in Singapore, Asia's leading business and financial hub, strategically located at the core of the ASEAN region, and gateway to China, India and Asian markets, Marketing that Works Pte Ltd is an international business consulting firm advising international companies on how to excel and succeed in markets in Asia.

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.

### **Redefining Global Marketing Strategy**

And in line with our corporate motto of "Redefining Global Marketing Strategy", our Start2Asia™ 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 we provide companies with a focus on market opportunities and potential, with a modern thinking approach, and a structural understanding of markets in Asia, and we deliver a practical business framework for developing a winning market entry strategy plan, and understanding how to adapt to local values and cultural differences.

At Marketing that Works! we work in team with our clients for designing and executing their market entry strategy plan, and when a company contacts us, we offer a first complimentary evaluation of the business project followed by presenting a business-focused market entry & business development framework designed to generate new business from relevant target markets.

Our consulting fee structure is simple and clear, and we call it PxM, Pay per Marketing, as our pricing structure is calculated according to the business scope, the complexity of the task, and the type of solution(s) applied to the Foreign Market Entry project.

