



VIETNAM MARKET ENTRY SERVICES

***STARTING YOUR BUSINESS IN VIETNAM
IS LESS OF A CHALLENGE WHEN YOU HAVE
THE EXPERIENCE AND ENTHUSIASM
OF THE MAHAN NETWORK MAKING ALL THE
RIGHT MOVES FOR YOU.***

HOW WE ACHIEVE THIS



Phase I - BUSINESS STRATEGY

Explore market dynamics - 2 steps forward, 1 step sideways, jump over obstacles.

Time : 1 – 3 months

Deliverable : Go-to market strategy document.

Key Tasks

- Develop a vision for the company to operate in Vietnam.
- Understand the customers profile, their needs and products to be sold.
- Understand barriers to entry eg. WTP and pricing structure
- Provide a dynamic model on how to approach customers and how to build a sales pipeline.



Phase II - BUSINESS DEVELOPMENT

Build product and brand awareness - Move multiple steps forward of sideways.

Time : 12 – 18 months

Deliverable : Deliver on targets, provide status updates, metrics on performance & implement changes to market entry model.

Key tasks

- Build and develop a local execution team.
- Identify channel partners and work with them closely to develop market presence.
- Pursue direct sales
- Ad hoc marketing & brand building activities.



Phase III - BUSINESS CONTINUITY

Capture market share - move freely multiple steps in any direction.

Time : 2 + 2 year contracts

Deliverables : Deliver on the top line and explore growth in the eco-system.

Key tasks

- Build the brand of the local entity by participating in exhibitions & trade fairs.
- Develop and manage a pan-Vietnam sales and marketing team to meet revenue targets.
- Managing existing accounts.
- Diversifying and exploring other untapped business opportunities.



Phase IV - BUSINESS HANDOVER

Leverage network effects - 1 step at a time in a new direction.

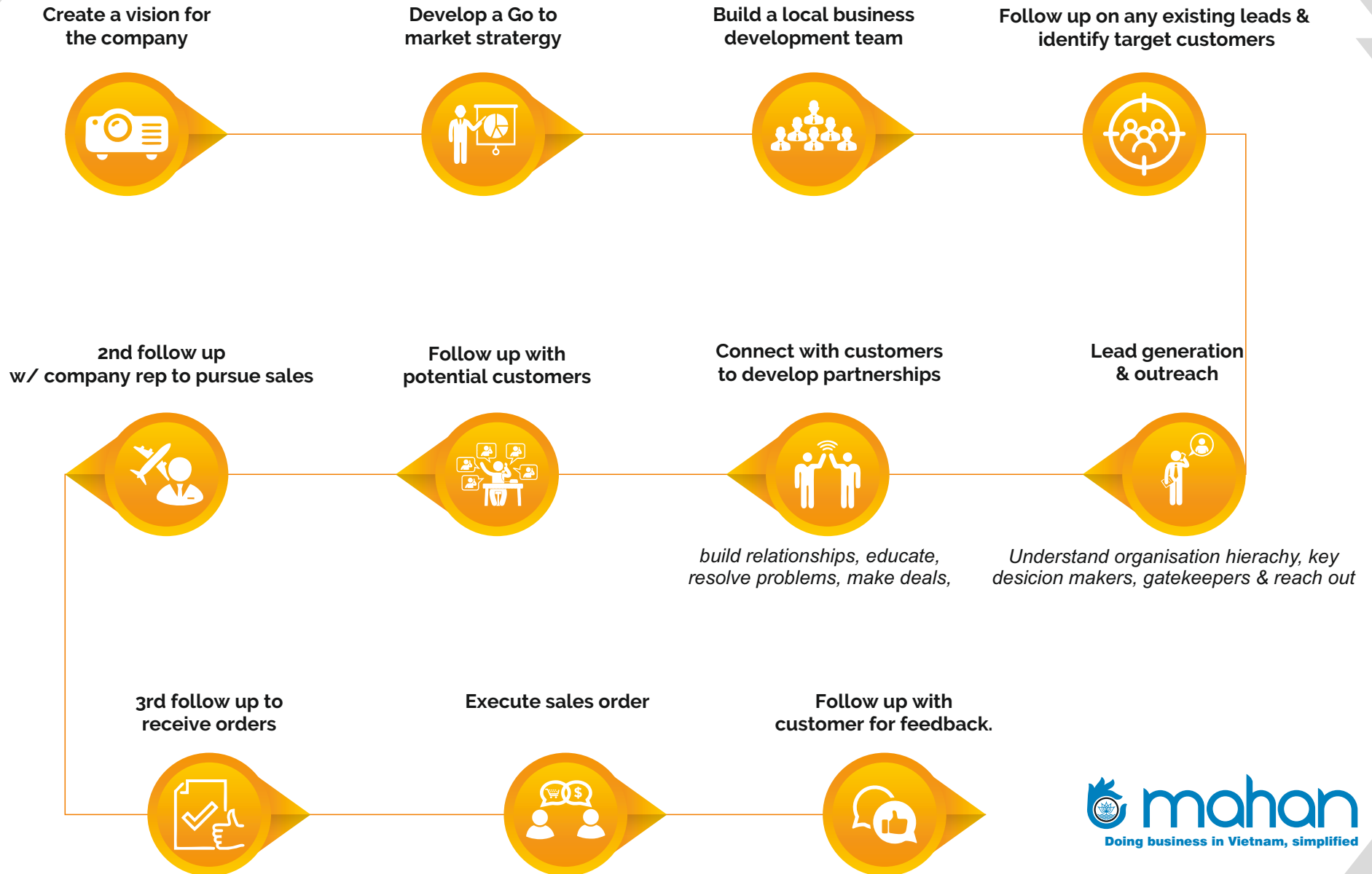
Time : 1 month

Key tasks

- Direct prospect and existing customers relationship handover.
- Channel partner relationship handover.
- Marketing and lead generation activity handover
- Pipeline and sales forecast handover
- Migration of all existing business activity and records



EXECUTION FRAMEWORK



THE MAHAN ADVANTAGE

- Reduce market entry risks and costs by outsourcing and leveraging the assets and resources of Mahan.
- Have the option to build a local team dedicated towards developing the company's brand, channel partners as well as pursue direct sales, all without the typical administrative hassles.
- Have control over local team and ensure execution according to the parent company's guidance and direction.
- Be able to access all data such as customer info, leads etc at any time in the sales cycle.
- Track and evaluate progress of the local business unit through metrics.
- Option to take over control of entire business at any time.

COSTS

PHASE 1 : Starts from USD 2890 (for 3 months)

PHASE 2 : Starts from USD 2866 per month (budget dependant)

PHASE 3 : Project dependant

SOME OF OUR EXISTING CLIENTS...



F&B INDUSTRY



RENEWABLE
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PRECISION
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GARMENTS &
TEXTILES

GET IN TOUCH WITH US



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