B&Company

SERVICE INTRODUCTION

in Vietnam

Company Overview

Originated from Japan with offices in 2 major cities of Vietnam, B&Company promises to provide top-quality solutions for your business with our deep understanding of the market

Vietnam Office – Hanoi & HCMC

- *Established*: 2008
- *Service focus*:
  - Market Research
  - Consumer survey
  - Business Support
- *Qualifications & partnerships*:

ESOMAR corporate

JBA

EUROCHAM European Chamber of Commerce in Vietnam

東京商工会議所 The Tokyo Chamber of Commerce and Industry

Japan Office – Tokyo

- *Established*: 1997
- *Service focus*:
  - Strategic Consulting
  - Gov. & Public Organization Consulting
  - Foreign Business (ASEAN) Consulting
  - Venture Investment & Advisory

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Our Values

Our mission is to support & decipher the process of business decision making

World in Intelligence

In modern days, information is important. Many enterprises are using it to navigate their strategic decision.

Actually, there are much room to improve it, particularly in Vietnam.

B&Company feels our duty to be one of the pioneers to support & decipher the process of business decision making through our top quality approach of data synthesis & analysis.

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Service Menu

We offer focused services in market research & business support for your best business performance in Vietnamese market

With both teams in Japan and Vietnam, we provide flexible supports to meet clients' various types of requests

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Consumer Survey

We dig deep to generate more insightful data for your marketing strategies with various methodologies provided with top-business quality

MARKET RESEARCH

OUR METHODOLOGY

ONLINE SURVEY

TELEPHONE SURVEY

FACE-TO-FACE SURVEY

CENTRAL LOCATION TEST

FOCUS GROUP INTERVIEW

HOME VISIT

MYSTERY SHOPPING

Ensure sample representing the target population

Able to recruit various sample sizes

Ensure response quality with multi-layered QC process

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Industry Interview

To acquire deeper understanding of the local market, we also recruit and conduct interviews with industry players, regulators, and experts

Identify target industry & specific market
→ list out surveyed targets

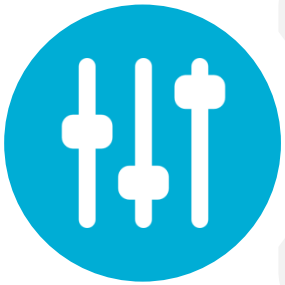
Evaluate surveyed targets based on specific research criteria scale

Filter respondents and conduct interview with the optimal approach

Flexibly adjust approach methods based on results of interview

Verify the consistency of collected findings and provide the analysis

Able to recruit respondents with profound understanding such as government officials, experts, competitors, etc.



Flexibly adjust the interview approach in accordance with the results

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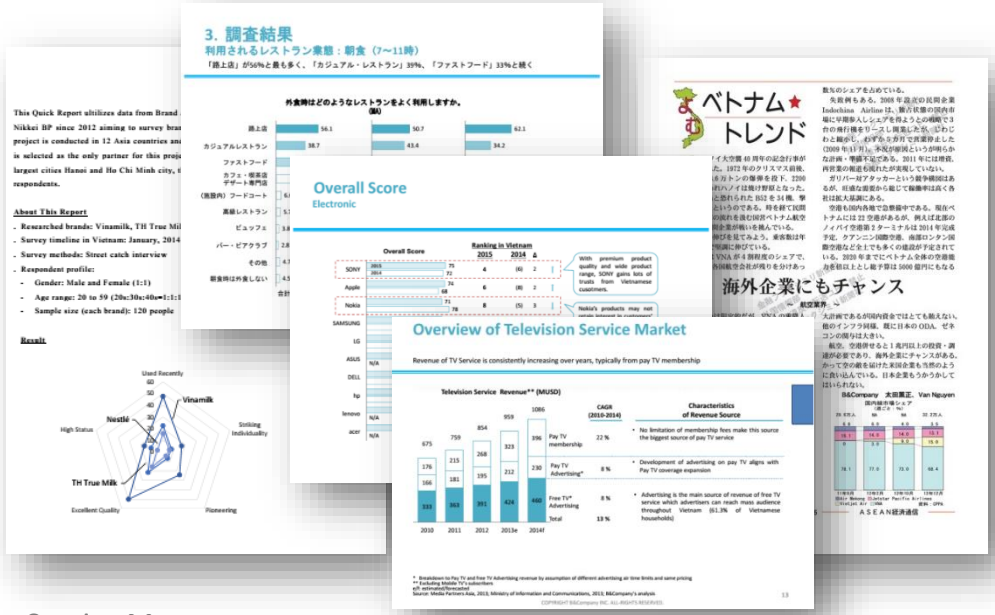
Market Insights

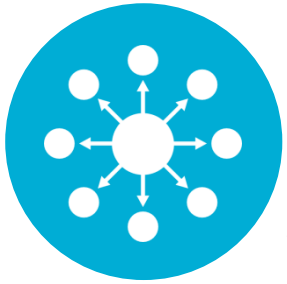
We provide reliable & updated industry information which is helpful for your strategic business decisions

BUSINESS SUPPORT

Customized industry report with:

- ✓ **Reliability**: diverse & trusted sources of information integrated into unified perspective (HS data from customs, in-depth interviews with experts, etc.)
- ✓ **Timeliness**: updated industry trends & movements in the current context of the industry





Thoroughly cover local industry detail

Evaluate and use reliable source of information

Deliver implications based on deep understanding of local context

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Partner Search & Business Development

Our business tour will help you gain market understanding as well as opportunity to approach potential partners

BUSINESS SUPPORT

BUSINESS TOUR

- Customized business tours to cover full market characteristics and structure to help you discover & understand challenges as well as opportunities of the local industry
- Meeting with selected potential partners & direct communication

BUSINESS MATCHING CONSULTING

- Search potential clients, vendors or partners via networks
- Support setting condition, negotiation and finally make business

Wide network in major industries of the local market

Carefully evaluate & suggest potential partners to ensure the mutual benefit

Full support from planning a trip to on-site work and post-trip follow-up

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Regulatory Consulting

Furthermore, top business consulting in terms of regulations is also provided to best ensure your entrance and operation in Vietnamese market

Deeply understand Vietnamese law & administrative systems

Ensure your business' entrance into Vietnam smoothly & cost-optimal with our regulatory consulting services:

- ✓ **Consult & advise towards the most effective and least costly path to penetrate the local market**
- ✓ **Develop business scheme option and legal structure**
- ✓ **Support the preparation of establishment documents**

Strategize your business considering the constraints of both Vietnam and your home country

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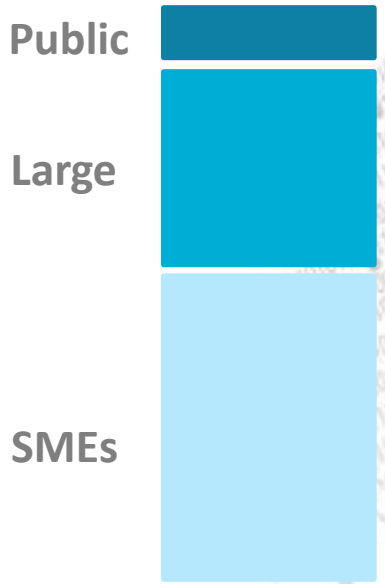
Client Profile

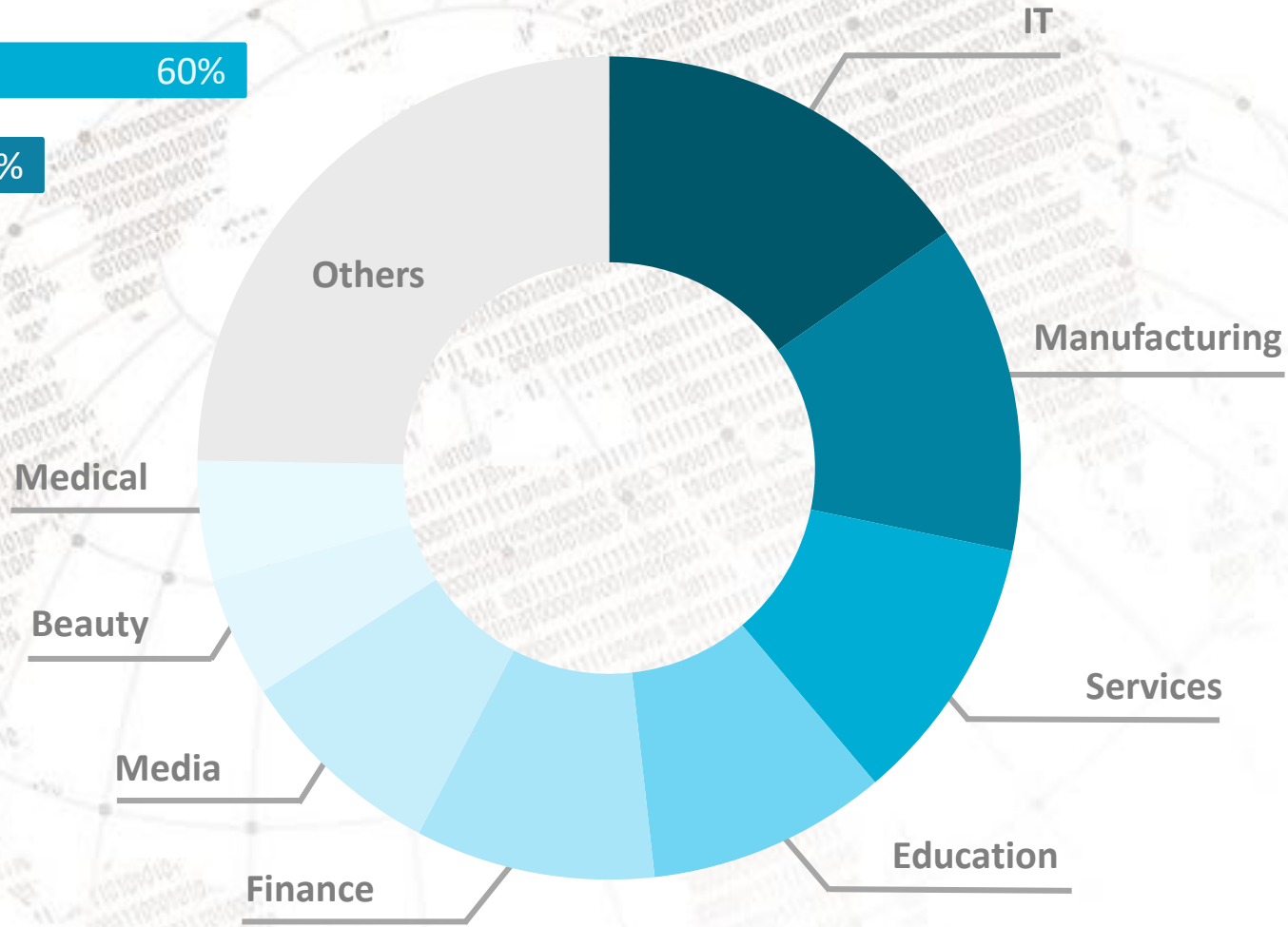
With 20 years of experience, we are providing premium solutions for organizations/business from various industries and backgrounds

CLIENT TYPE

CLIENT SECTOR



CLIENT INDUSTRY



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Our Experiences 1*

Taking on distinctive projects across multiple industries, we help our clients to boost their profit and satisfaction while doing business in Vietnam

Industry	Details	Main methods	Company's size**
Manufacturing (Processing, components)	Business support for a foreign company manufacturing metal component	General consulting	Small
	Demands for plating about 300 companies	Company interview	Medium
	General survey on a particular machine	Company interview Market estimation	Large
	Oil-related equipment feasibility study	Regulations research Industry interview	Medium
Finance	Internet payment	Consumer survey	Medium
	Retail finance	Consumer survey	Public (JETRO)
	Information of Vietnam financial institution	Industry interview Business matching	Large
Medical Healthcare	Consumers' common uses of a medial equipment	Consumer survey	Large
	Medical supplies related feasibility study	Industry interview Business marketing	Large
Human resource, Education	IT market overview and Japanese-capable IT human resources	Company survey Industry interview	Public (JICA)
	HR in industrial zones and education system	Company survey	Public (JETRO)
	Situation of Japanese teaching centers about 40 schools	Industry interview	Small
	Competition of extra schools	Industry interview	Medium

* Achievements are around 2012 – 2013.

** Public: Governmental offices and organizations, Large(more than 300 billion JPY)、medium(more than 10 billion JPY)、small(less than 10 billion JPY) : (Classify according to sales of private sector (Company's estimation)

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Our Experiences 2*

Taking on distinctive projects across multiple industries, we help our clients to boost their profit and satisfaction while doing business in Vietnam

Industry	Details	Main methods	Company size** (name)
IT	Vietnam Pavilion in IT Pro Expo event in Japan	Support Vietnam IT companies' participations	Large
	Public IT system-related service	Industry interview Consumer survey	Large
	Develop regional GDP prediction system.	Design economic model	Public (Hai Phong People Committee)
Media	Brand awareness	Consumer survey	Large Nikkei BP
	Multi-country import movie content	Industry interview	Public JETRO
	Effectiveness of an event and TV program	Consumer survey	Large
Service	Investment in restaurant	General consulting	Small (Several)
	Support companies in beauty industry	Overall consulting	Small (Several)
	Service industry in Hanoi	Company survey	Public (JETRO)
Others	Research on Hanoi lifestyle	Consumer survey	Public (JETRO)

* Achievements are around 2012 – 2013.

** Public: Governmental offices and organizations, Large(more than 300 billion JPY)、medium(more than 10 billion JPY)、small(less than 10 billion JPY) : (Classify according to sales of private sector (Company's estimation)

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Our Experiences 3*

Beside Japan, we also provide services for many companies from other countries

Country	Details	Main methods	Company size**
Korean	Aerospace market	Industry interview	Public
	Demand of particular invertor	Industry interview	Public
	Particular construction machinery	Industry interview	Medium
Singapore	Opinion on investment and expansion to particular city	Consumer in depth interview	Small
	Particular construction material market	Industry interview	Large
Vietnam	General survey on one construction equipment	Industry interview	Large
	Competition of extra schools	Industry interview	Small
	Demand of internet service	Industry interview	Small

* Achievements are from 2013

* Public: Governmental offices and organizations, Large(more than 300 billion JPY)、medium(more than 10 billion JPY)、small(less than 10 billion JPY): (Classify according to sales of private sector (Company's estimation)

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B&Company Business Achievements

Consumer survey

Year	Project Title	Summary	Area	Methods
2013 2014 2015	Research on international brand awareness	• Annual research on international brand awareness in Vietnam in various industries: FMCG, automobile, finance, home appliances, telecommunications, etc.	• Hanoi • HCMC	• PAPI
2015	Research on inequality in social services	• Research on the inequality in approaching to social services	• Hanoi • HCMC • Hoa Binh • Can Tho	• Online survey • PAPI
2015	Feasibility study to evaluate the demand of housing financing	• Research on demand of housing financing to develop National Housing Development Strategy in Vietnam aiming at residential housing development and improvement of housing quality	• Hanoi • HCMC	• Online survey • PAPI
2015	Evaluation on reputation of target company in banking & finance sector	• Research on consumer financing service in Vietnam, potential of Vietnamese market and target company for M&A • Conduct survey to evaluate reputation of the target company in Vietnam	• Hanoi • HCMC • Da Nang • Can Tho	• PAPI • Mystery shopping • Industry interview
2017	Research on dining out behavior of Hanoi residents	• Research on dining out behavior of Hanoi residents to evaluate feasibility to open a Western restaurant	• Hanoi	• Online survey • PAPI

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B&Company Business Achievements

Consumer survey

Year	Project Title	Summary	Area	Methods
2017	Research on online purchasing behavior	• Research on online purchasing behavior and habit of Vietnamese people	• Hanoi	• PAPI
2017	Research on service quality in petroleum service station	• Conduct mystery shopping to evaluate service quality in the client's service stations	• Hanoi • HCMC and other 15 provinces	• Mystery shopping
2018	Research on potential business of mobile payment in Vietnam	• Research on mobile payment situation all over the world, current situation and potential of mobile payment in Vietnam • Assess existing players in the market and find target company for investment or partnership • Consult in developing business model and strategy	• Hanoi • HCMC	• Desk research • PAPI • Industry interview • Business consulting
2018	Marketing strategy consulting for hospital	• Conduct market research to understand the local market demand, market segmentation and target customer of the hospital • Consult in marketing strategy for the joint venture between local hospital and Japanese partner	• Can Tho	• Desk research • PAPI • Business consulting

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B&Company Business Achievements

Consumer survey

Year	Project Title	Summary	Area	Methods
2017-2018	Research on household electronics	• Research on household electronics, air system and lighting system using in Vietnam: current situation and future demand to support the client in developing new products	• Hanoi • HCMC	• FGD • PAPI • Home visit
2019	Research on consumer finance	• Research on consumer asset, spending, consumer credit and financial services	• Hanoi • HCMC • Da Nang an other 3 provinces	• PAPI
2019	Research on TV Shopping	• Research on TV Shopping users and their shopping behavior via TV home shopping channels	• HCMC	• PAPI

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Thank you!

Further inquiry, please feel free to contact us at:

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