



**B&Company**  
World in Intelligence

# COMPANY PROFILE



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World in Intelligence

## A boutique research & strategy consulting firm from Japan

*Founded in Japan in 1997 as a market research and oversea investment consulting firm based in Tokyo, we had expanded into Vietnam since 2008 with 2 offices in the country's major cities, Hanoi and Ho Chi Minh City. For 2 decades, we have been supporting many clients from various economic sectors in making strategic investment decisions in one of the most dynamic and emerging hubs in South East Asia.*

**ESOMAR**<sup>'21</sup>  
corporate

**B&Company Inc**

is an ESOMAR Member and has agreed to abide by the [ICC/ESOMAR International Code on Market and Social Research](#).

# WORLD IN INTELLIGENCE

Our mission is to support and decipher the process of decision making through the cultivating of market insights based on trustable and resourceful data synthesis and analysis. We support our Clients from public to private and social sectors gain more perspectives on their path to achieve more ambitious goals.

Taking the outside-in approach, we identify and analyze our Clients' problems from different perspectives and propose solutions that can create impacts

## PROBLEM SOLVING CAPACITY

As a data-driven organization, we commit to gather data that is verified by trustable sources based on strict codes of conduct

## DATA QUALITY ASSURANCE

Our Team speaks English, Japanese, Vietnamese and we have a network of professional interpreters & translators to serve a large variety of language pairs

## LANGUAGE BARRIER FREE

With offices in Tokyo, Hanoi and Ho Chi Minh City, our local Teams will be the in-country resourceful consultants to discuss your market expansion plan or to gain local insights

## LOCAL INSIGHTS

We have established an extended network of industry experts, business partners & associations, government organizations. Not only in the countries where we base but also in the East Asia region. To bring more added values to our Clients.

## EXTENDED NETWORK

With our multiple service offerings, we can support our Clients through the different phases of strategy development & decision making

## ONE STOP SOLUTION

# INDUSTRIES WE HAVE SERVED

Through our 12 years since establishment, we have served more than 300 Clients coming from Private, Public and Social sectors with more than 500 research & consulting projects



**Medical & Healthcare**



**Educaton & Training**



**Finance & Banking**



**Retail & E-commerce**



**Real estate & Property Dev.**



**F&B and Hospitality**



**NGOs, NPOs & Public Institutes**



**Construction & Manufacturing**



**ICT & Innovation**



**Service & Lifestyle**



**Government**



**and more...**

# OUR SERVICE MENU

Clients' sector	Business		Government, NGOs, NPOs, Social Org.		
Main inquiries	<ul style="list-style-type: none"> <li>• New market entry/oversea investment</li> </ul>	<ul style="list-style-type: none"> <li>• Business expansion in existing market</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation of socio-economic impacts...</li> </ul>	<ul style="list-style-type: none"> <li>• Macro strategy dev./ policy making</li> </ul>	
Our solutions	<ul style="list-style-type: none"> <li>• Market research</li> <li>• Business tour</li> <li>• Business matching</li> <li>• Oversea business establishment support</li> <li>• Regulatory briefing</li> <li>• Strategy &amp; Planning</li> <li>• Accounting &amp; Marketing support</li> </ul>		<ul style="list-style-type: none"> <li>• Market research</li> <li>• R&amp;D support for new product/service design</li> <li>• Business matching</li> <li>• Strategy &amp; Planning</li> <li>• Marketing support</li> </ul>		<ul style="list-style-type: none"> <li>• Social &amp; macro economic research</li> <li>• Strategy consulting</li> </ul>



# CONSUMER SURVEY SERVICE

We dig deep to generate more insightful data for our Clients' marketing strategies with various research methodologies provided with top-business quality

## 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

# INDUSTRY INTERVIEW SERVICE

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

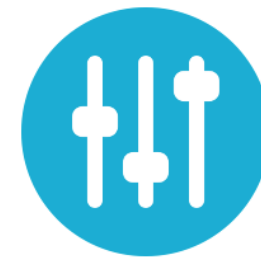
Filter respondents and conduct interview  
with the optimal approach

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



# MARKET INSIGHTS

We provide reliable & updates industry information which supports strategic decision making

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



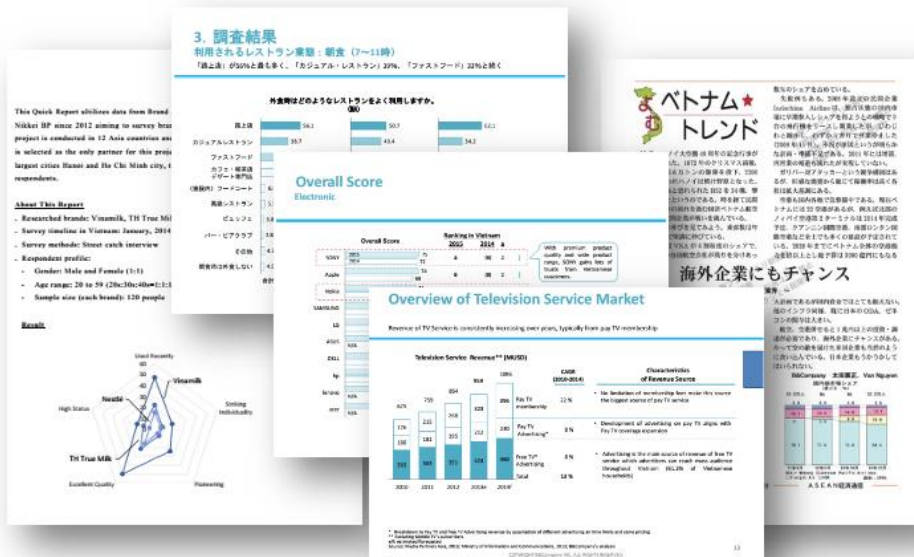
Thoroughly cover local industry detail



Evaluate and use reliable source of information



Deliver implications based on deep understanding of local context

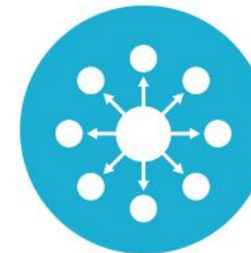


# PARTNER SEARCH & MATCHING

We support our Clients from taking a well-planned business tour to capturing their first impression of the target market; listening to the sharing of locals as their future customers; to meeting with prospective partners through business matching sessions

## ✓ 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



Wide network in major industries of the local market



Carefully evaluate & suggest potential partners to ensure the mutual benefit

## ✓ BUSINESS MATCHING CONSULTING

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



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

# REGULATORY BRIEFING



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

# OUR ENTERPRISE DATABASE

## Why we developed our Vietnam Enterprise Database?

Positioning ourselves as a trusted partner to support our clients measure and interpret market insights at ecosystem level on their path to expand business in Vietnam, we thrive to develop a **Vietnam Enterprise Database** along side our **Business Matching Service**.

## Emerging Vietnam as a favourable investment destination

- ✓ Increasingly deep integration with the global economy through many bilateral & multilateral cooperation
- ✓ Stable socio-economic environment and increasingly transparent investment law
- ✓ HR resource with diverse skill sets & adaptive to intercultural working environment
- ✓ Competitive investment cost
- ✓ Strategic consideration to move production site as a result of COVID-19 pandemic, the pressure of diversifying supply chain as a result of “China + 1” policy & the US-China trade war
- ✓ Vietnam is in a geographically strategic position for international trade plus its domestic market is booming

## Our Service Process

1

### Client looking for:

- Sub-contracting suppliers
- Prospective customers
- Strategic distributors
- (...)

2

### B&Company analysing requests & consulting

- Selection criteria
- Focus points
- (...)

3

### Report extracted from our Database

- Prospective business partner list
- Basic company profile of Client’s interested list
- (...)

4

### Screening & Shortlist

- Business candidate hearing
- Credit check
- Analysis & Report

5

### Business Matching

- Meeting arrangement (online or offline)
- Document preparation
- Follow-up & support

## DATA SERVICE PACKAGES

1

Customizable  
prospective business  
partner list

2

Company report of your  
interested prospective  
business partners

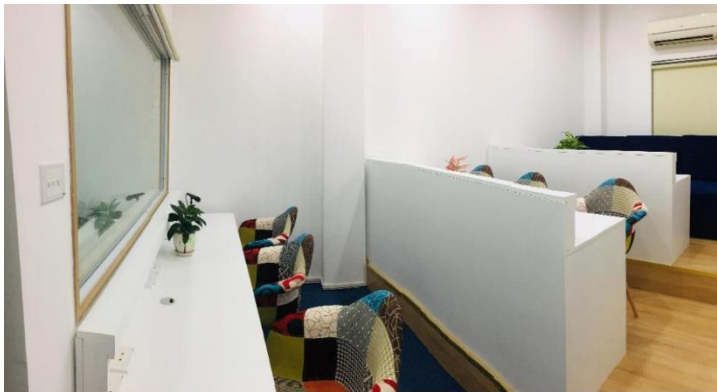
3

Tailor-made  
full business matching  
service

# OUR RESEARCH FACILITY

Standard Focus Group Discussion Facility in Hanoi & HCM offices:

- ✓ Warm & friendly design to facilitate discussion & interview
- ✓ Interview rooms suitable to host 6 – 10 participants for group discussion
- ✓ Projectors/ Wide screen TV available for visual presentation
- ✓ High-speed internet access
- ✓ Observation rooms with well-equipped video & audio record system
- ✓ Support simultaneous interpretation





Get in touch with our Team from Japan & Vietnam  
To discuss your oversea expansion plan today!

Market Research | Market Entry Consulting | Business Tour | Business Matching Marketing &  
Business Operation Support | Enterprise Data Service

## Our Offices

### Tokyo

101-0032, 2F Decom Bldg.,  
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81-3-5829-4006

### Hanoi

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Hai Ba Trung Dist.  
Hanoi, Vietnam  
84-24-3978-5165

### Ho Chi Minh City

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Ho Chi Minh City, Vietnam  
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