







Company profile

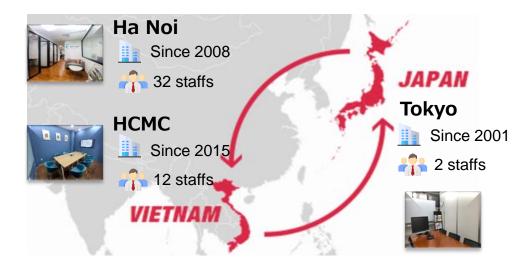
Oct 2024

COMPANY OVERVIEW



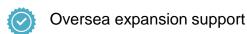
Founded in Japan in 2001 as a market research and oversea investment consulting firm, we expanded into Vietnam from 2008

Our office



Business field





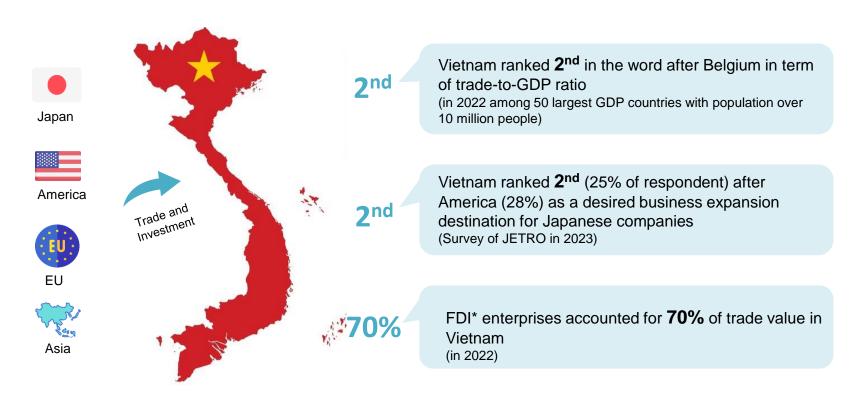
History

- The founder has been engaged in consulting and startup investment around 1990's.
- Around 2005, realized the significant opportunities in Vietnam and joined the IT and marketing business
- The business went through many twists and turns then failed
- One major hindering factor was that there was the lack of secondary information for business strategy in Vietnam, and we realized the need for primary information to supplement
- Therefore, we established the first Japanese market research company in Vietnam based on the belief that it is necessary to acquire primary information then analyze and systemize it as insights

COMPANY GOAL



Be the "Pilot" by **identifying** and **realizing** opportunities for cooperation between Vietnam and foreign countries



^{*}Foreign Direct Investment Source: Word Bank, General Statistic Office, Jetro

SUPPORT ITEMS (EXAMPLE)



We correspond the various situation's support from new market entry to business expansion

Example 1: New market entry

F/S* for entry

- Market size and growth
- · Customer preference
- · Industry structure
- · Competitor assessment

Penetrating the market

- STP/4P** strategy
- Company establishment/recruitment
- Partner cooperation
- Initial marketing measures

Review for business expansion

- · Market share assessment
- Distribution evaluation
- New products assessment
- · Marketing measures redesign

Example 2: Business expansion for production and outsourcing

F/S for entry

- · Comparison between provinces
- Export/ import/ Investment regulation
- · Operational and expenditure planning
- Factory construction plan

Conducting business

- · Dealing with authorities
- · Recruitment and HR issues
- General affairs
- Machinery import

Review for business continuation

- Dealing with authorities
- · Recruitment and HR issues
- Customer and partner search

^{*}Feasibility study, **Segmentation, Targeting, Positioning/ Product, Price, Place, Promotion

MAIN SERVICES



We provide a wide range of market research & market entry consulting services to support oversea business expansion, focusing on Vietnam

Understand Industry

Find partner

Customer survey

Various kind of surveys with

- ✓ Sample representing the target population
- ✓ Recruit various sample sizes
- ✓ Response quality with multilayered QC process



Industry report

- ✓ Diverse & trusted sources of information integrated into unified perspective
- ✓ Evaluate market opportunity



Understand customer

Business matching

- ✓ Original database of over 900,000 companies in Vietnam (including FDI companies)
- ✓ Systematic process to narrow down candidate list
- ✓ Support from planning a trip to onsite work and post-trip follow-up





Develop strategy

Comprehensive consulting

- ✓ Business plan
- ✓ Entry plans
- ✓ Marketing plan
- ✓ Administration & establishment
- ✓ Trouble shooting



WORKING MANNER



With Vietnamese-centered management, we take advantage of local circumstances and providing insights to client

Issue Oriented

- √ Focus on decision making
- ✓ Design customized support to client

Systematic Approach

- ✓ Develop unique market database
- ✓ Stable quality through the utilization of IT
- √ Utilize previous experience& network

Over 20 years of experience Team of local experienced staff

Fact & Insight Balance

- ✓ Primary information, on-site confirmation
- ✓ Analyze and systemize information as insights
- √ Vietnamese-centered team that takes advantage of local circumstances

OUR MEMBER



Team of more than 30 researchers with experience in various sectors



20 years+ in business consulting

OHTA SHIGEMASA

Founder & CEO

- Former business consultant at McKinsey and Company
- Former JETRO expert
- Former Osaka city special advisor
- Former FTU lecturer



40 years⁺ in international affairs and cooperation

TSUNO MOTONORI

Senior advisor

- Former director of JICA Kansai International center
- Current: Chairman of Japan-Vietnam Friendship Association in Kansai region, Japan



10 years+ in overseas business support

OKUBO FUMIHIRO

Advisor

- Former researcher and project manager of JETRO
- Current: Associate professor in University of Nagasaki



10 years+ in market research

VIET NGUYEN

Research Manager

- Business & management experiences in a fastgrowing international fintech
- Experiences in data analytics & business intelligence



12 years+ in business and marketing consultancy

LINH DAO

Senior Fellow

- Independent consultant for some development programs by World Bank, OXFAM, etc
- Lecturer at Hoa Sen University



14 years* in impact business, 5 years* in market research*

CHI DAO

Senior Fellow

Independent consultant specialized in business model, strategic planning for social impact businesses Proficient in business

and market research



7 years+ in market research & business development

KANEUCHI KOHEI

Business Development Executive

- JETRO Ho Chi Minh local coordinator
- Graduated from Chuo University,
 Faculty of Law

^{*}About contact person, refer to last page

PROCESS& PRICE RANGE



We support various kind of market research, partner search and advisory service with the competitive price

Ту	/pical	projects	example

	a. Market research	b. Partner search	c. Advisory contract
Content	Market size& competitorCustomer preferences	Partner findingPartner interview	Market entry strategyBusiness operation
Methodology	Desk researchSurveyIn-depth interview	Long list/ short listAppointment supportNegotiation support/advice	Strategy formationProblem solving
Price range	• 3,000~ 50,000 USD	• 3,000~ 30,000 USD	• 2,000~ 10,000 USD/ month

Process before project

Example with research company

Client requirement

- Request
- Timeline
- Budget amount

BC Proposal

- · Request assessment
- Proposal creation

Example with general

company

BC situation hearing

- Client situation
- Support possibility

BC Proposal

- Propose support content or advisory contract
- · Proposal creation

Contract preparation

- Adjustment of content
- Contract creation
- Preparation for execution

Project start

Remarks

- Services a. b. c. above are examples and can be selected. Contents can be adjusted according to the budger
- ❖ If Japanese support are required, the price will be about 10-20% higher
- Prices may vary during peak season (January to March)

EXPERIENCE



We provide business support and market research to companies, public institutions, and NGOs at various stages, from business consideration to development and expansion

Client Above 700 projects Above 200 medium and large-scale projects (comprehensive research on industries, etc.) Above 500 small projects (survey, partner search, etc.) AGC MIZUHO MRI 三菱商事 MiKIHOUSE





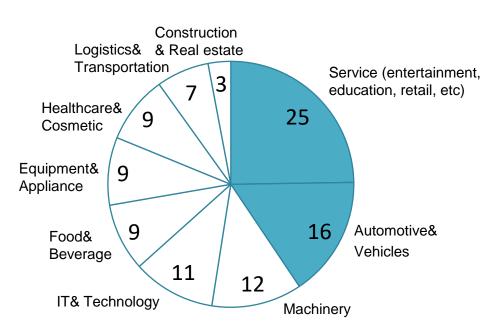


Industry

CLIENT PORTFOLIO*



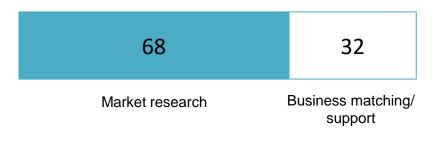
Project by sector (%)



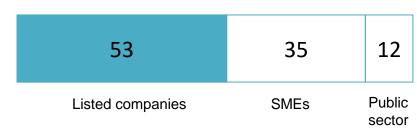
Project by business model (%)



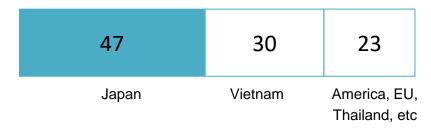
Project by support service (%)



Client by type (%)



Client by country (%)



(Compiled based on contract partners. In reality, there are more Japanese companies)

^{*}Above are statistics of B&Company projects from May 2023 to April 2024

PROJECT EXAMPLE*



Car part manufacturer



2023

 Research on EV/hybrid car owners and intenders about their needs

JETRO



2023

 Pair Japanese Food& Beverage exporters with Vietnamese buyers in 400 business matching sessions

Pump manufacturer



2024

- Research on submersible drainage pump, including market size, customer preference, pricing
- Possibility for the client product to be accepted in Vietnamese market

Bike brand



2023

 Understand customer behavior, satisfaction & dissatisfaction while using bike

A food manufacturer

Monthly updates and consultations to promote Japanese enterprises' export-growth strategies

University



Dutch embassy

2024

Pair Dutch companies with

Water Management

Vietnamese companies in Agri (Fisheries/Water) + Logistics

(Transportation/Port Business) +

 Identify habit of using online food delivery services in Vietnam before / during / after COVID 19

Feasibility study of establishing warehouse business in Da Nang industrial Zone

Bank



2023

 Website experience survey for customers feedback of a bank website, including interested/used content and features when browsing banking product's information

Non-profit organization

Review waste-to-power business environment in Vietnam

Investigating pricing of about 300 car spare parts of multiple OEM suppliers

^{*}Above are some projects example of B&Company from May 2023 to April 2024







Scan this QR code for our website with more **insights**



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https://b-company.jp

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5 years+ in market research

QUYNH TRAN

Research Manager

- Experience in business matching for Japan SMEs to extend in Vietnam
- Master of Economics from Nagoya University, Japan



12 years* in market research

SUGIYAMA MOTOHARU Corporate Management Director

- Advisor for SMEs in oversea market development
- Extensive experience with public and private clients

Ho Chi Minh city

5F, Duong Anh Building, 181 Dien Bien Phu, District 1, Ho Chi Minh City

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7 years+ in market research •

HOANG LE

Research Manager

- Experienced in many B2C surveys at marketing companies
- Joined B&Company as a new graduate and returned after changing jobs.
- Ho Chi Minh Office Manager



3 years+ in market research

TAKAGI YASUNOBU Business Development

Business Developmen Executive

 Experience in handling hundreds of Vietnam support desk operations for multiple local governments

Tokyo

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13 years+ inbound tourism

FUJIMORI ICHIRO

Tokyo office Manager

- Over 10 years at major research institute
- Over 8 years of business support for local governments

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