



B&Company
World in Intelligence

Company profile

Oct 2024

COMPANY OVERVIEW

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

Our office



Ha Noi
Since 2008
32 staffs

HCMC
Since 2015
12 staffs

JAPAN
Tokyo
Since 2001
2 staffs

VIETNAM

Business field

- ✓ Market research
- ✓ Oversea expansion support

History

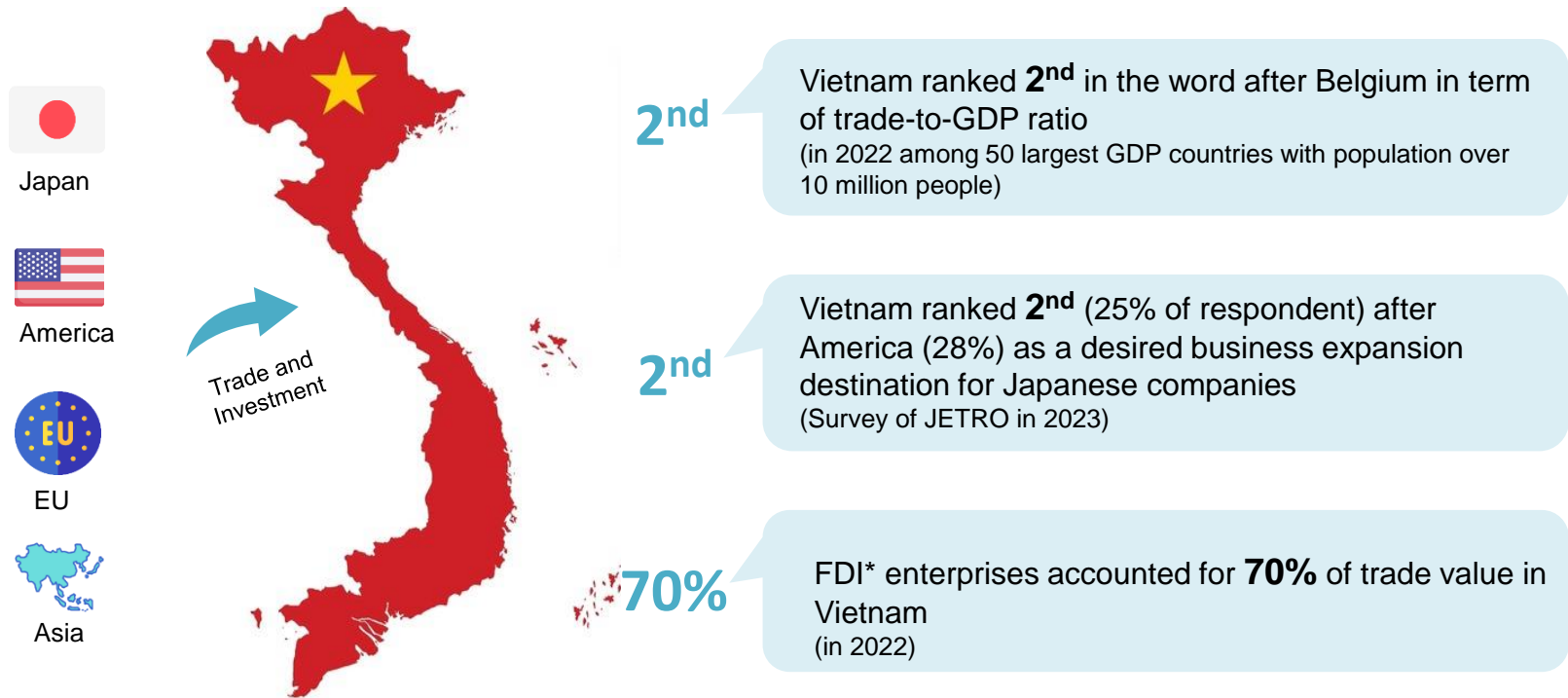
- The founder has been engaged in consulting and start-up investment around 1990's.
- Around 2005, realized the significant opportunities in Vietnam and joined the IT and marketing business

- 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: World 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

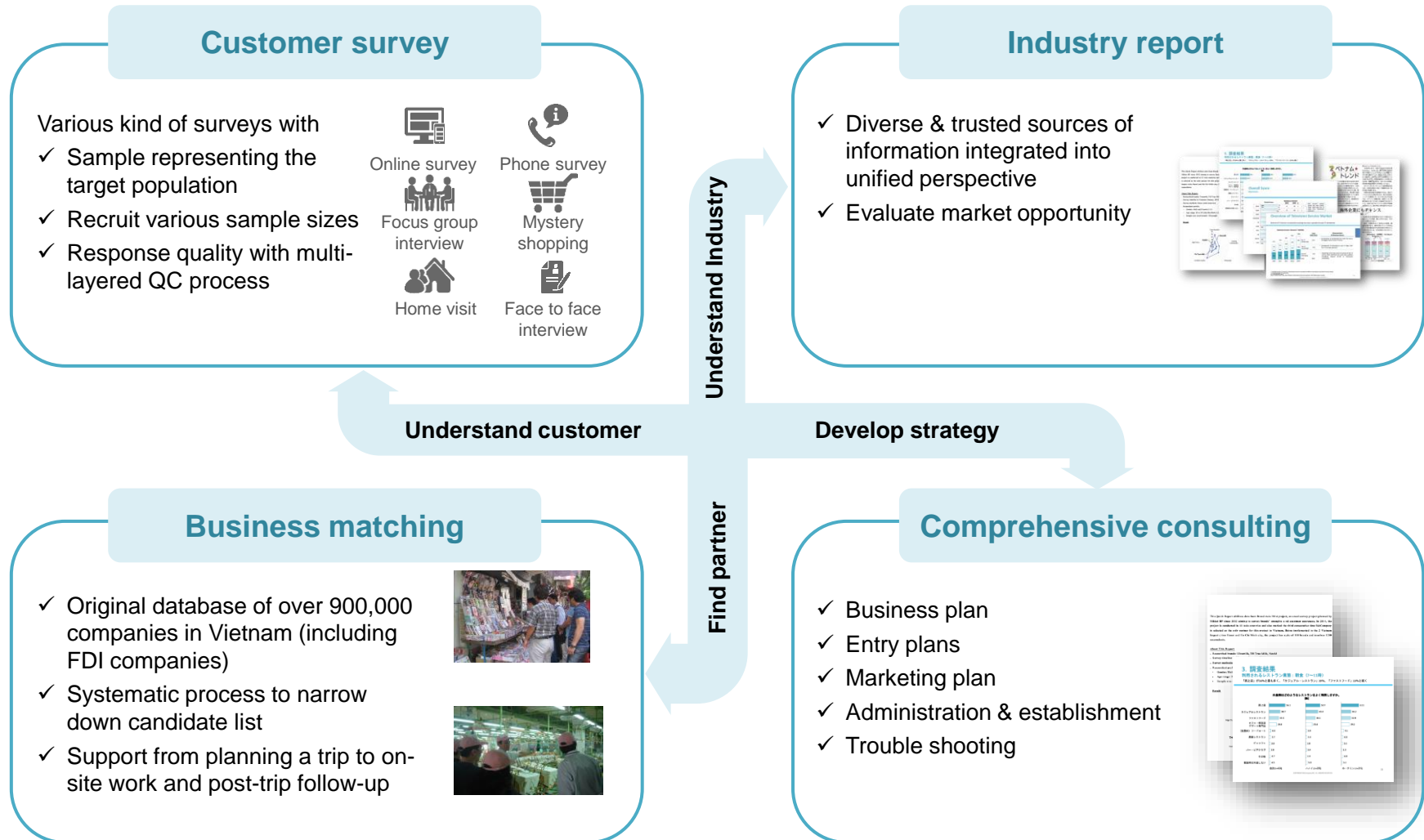
Review for business continuation

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

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

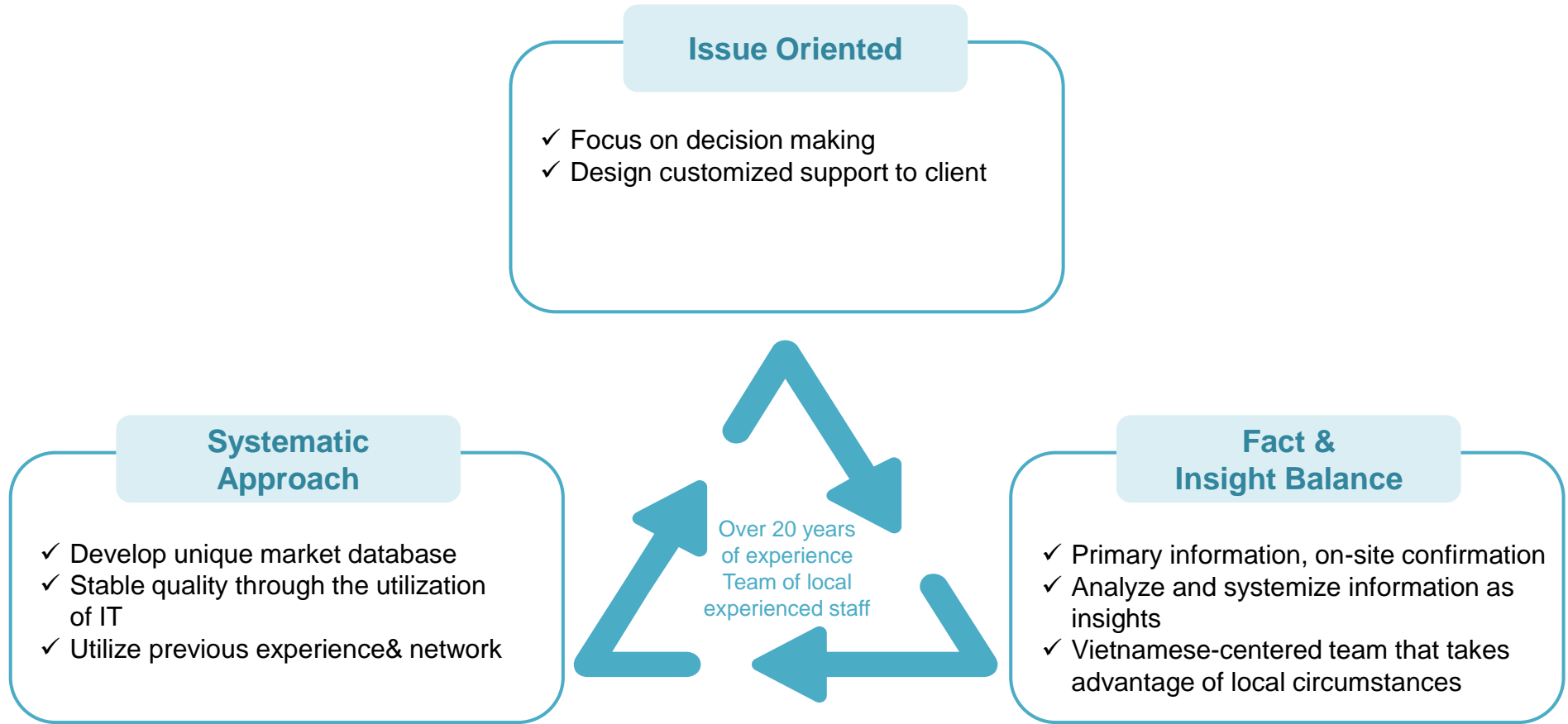
MAIN SERVICES

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



WORKING MANNER

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



OUR MEMBER

Team of more than 30 researchers with experience in various sectors



OHTA SHIGEMASA

Founder & CEO

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

20 years+ in business consulting



TSUNO MOTONORI

Senior advisor

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

40 years+ in international affairs and cooperation



OKUBO FUMIHIRO

Advisor

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

10 years+ in overseas business support



VIET NGUYEN

Research Manager

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

10 years+ in market research

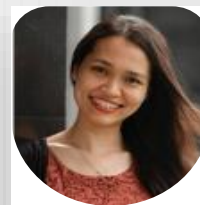


LINH DAO

Senior Fellow

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

12 years+ in business and marketing consultancy

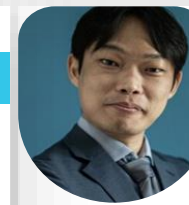


CHI DAO

Senior Fellow

- Independent consultant specialized in business model, strategic planning for social impact businesses
- Proficient in business and market research

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



KANEUCHI KOHEI

Business Development Executive

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

7 years+ in market research & business development

*About contact person, refer to last page

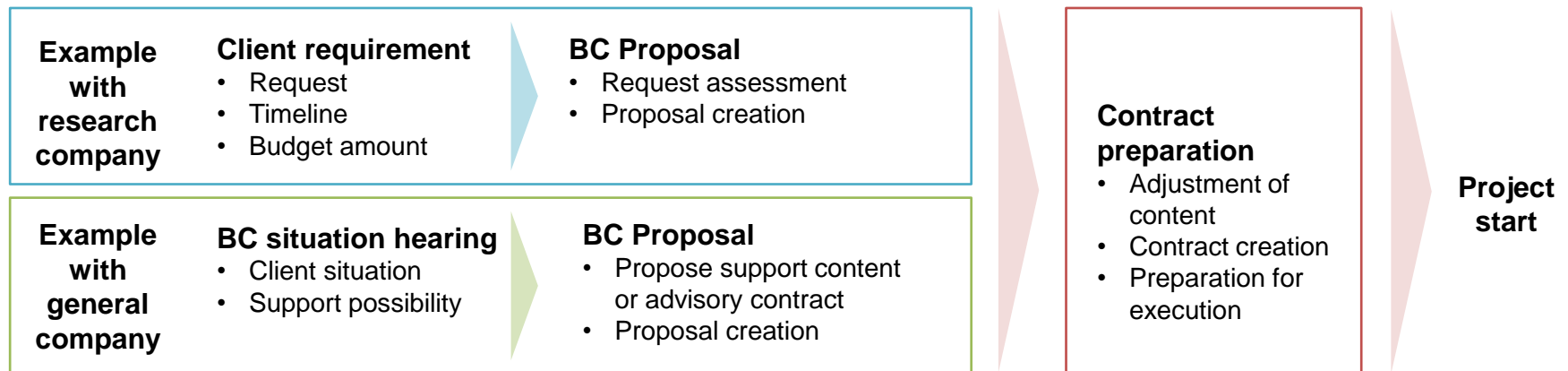
PROCESS & PRICE RANGE

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

Typical projects example

	a. Market research	b. Partner search	c. Advisory contract
Content	<ul style="list-style-type: none"> Market size & competitor Customer preferences 	<ul style="list-style-type: none"> Partner finding Partner interview 	<ul style="list-style-type: none"> Market entry strategy Business operation
Methodology	<ul style="list-style-type: none"> Desk research Survey In-depth interview 	<ul style="list-style-type: none"> Long list/ short list Appointment support Negotiation support/advice 	<ul style="list-style-type: none"> Strategy formation Problem solving
Price range	• 3,000~ 50,000 USD	• 3,000~ 30,000 USD	• 2,000~ 10,000 USD/ month

Process before project



Remarks

- ❖ Services a. b. c. above are examples and can be selected. Contents can be adjusted according to the budget
- ❖ 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

Private companies

Above 700 projects

- ✓ Above 200 medium and large-scale projects (comprehensive research on industries, etc.)
- ✓ Above 500 small projects (survey, partner search, etc.)



Field

Country



Public institution, NGO

Above 50 projects

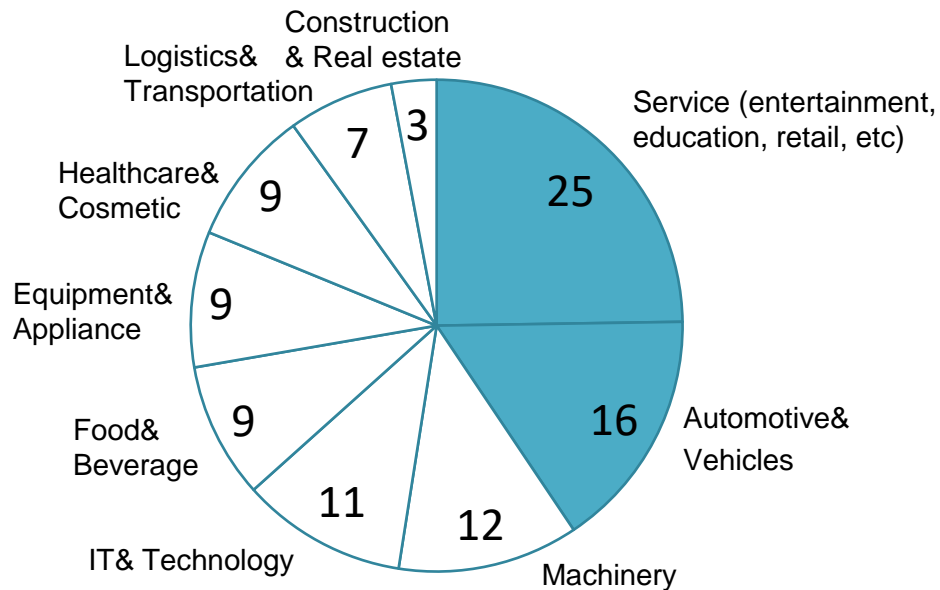


Industry

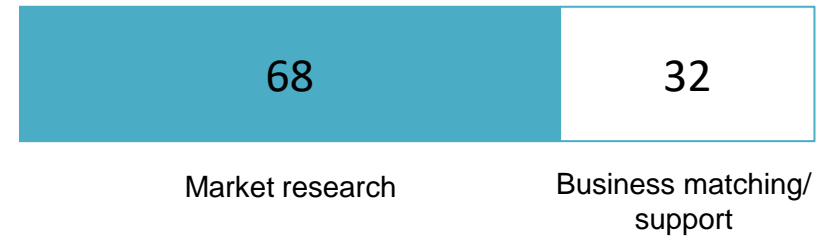


CLIENT PORTFOLIO*

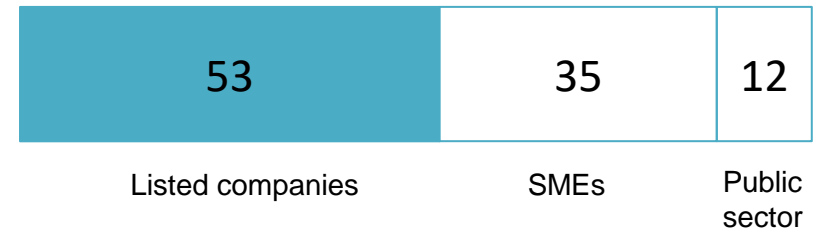
Project by sector (%)



Project by support service (%)



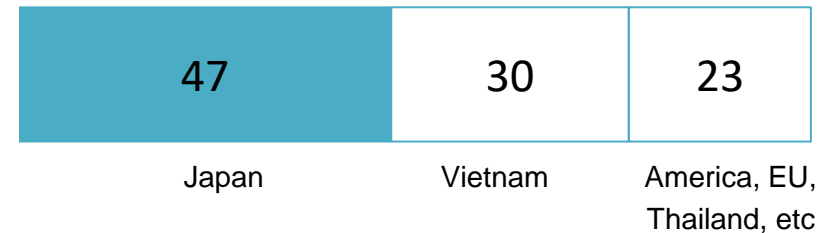
Client by type (%)



Project by business model (%)



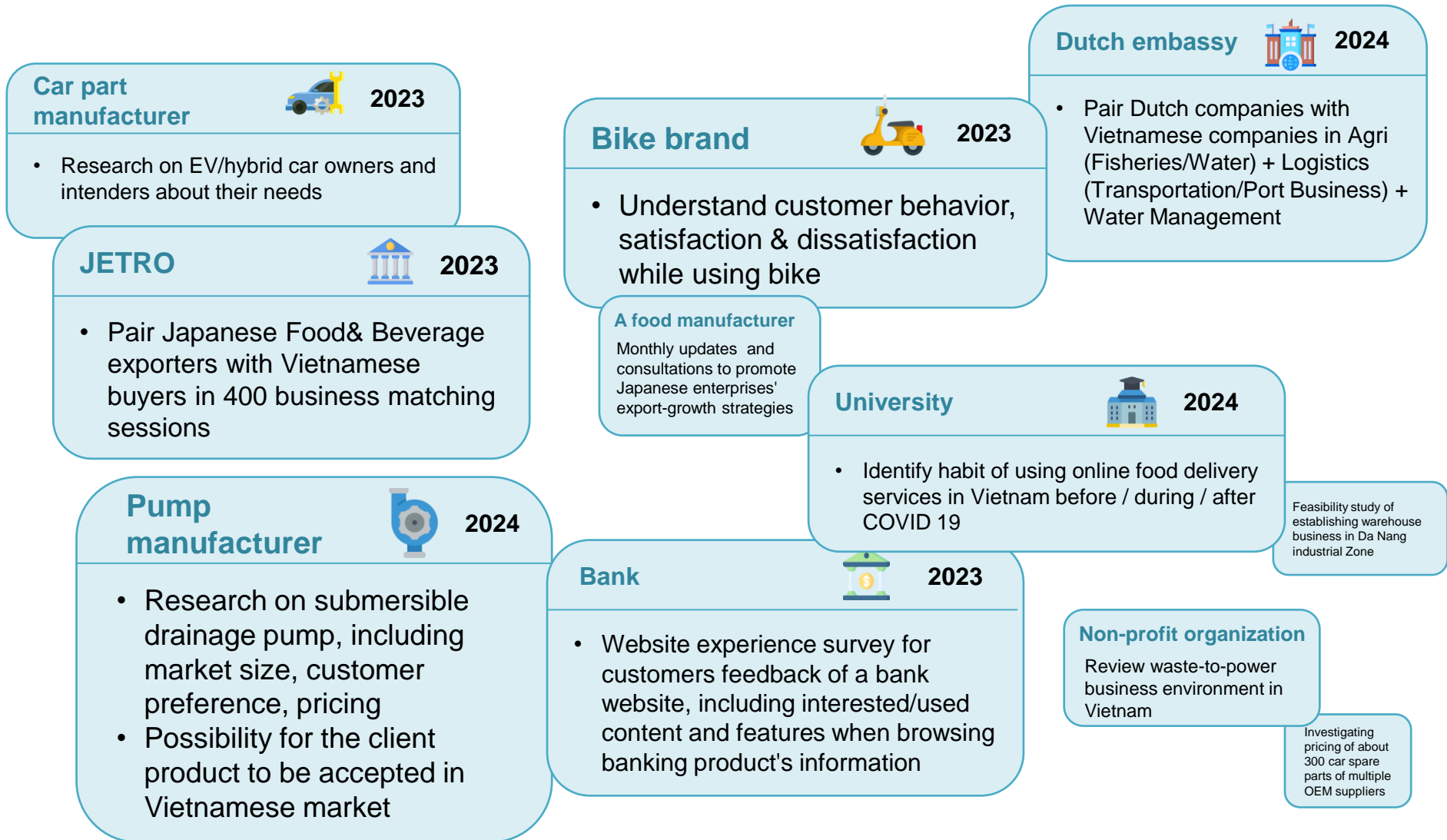
Client by country (%)



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

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

PROJECT EXAMPLE*



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



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Please feel free to contact us

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QUYNH TRAN

Research Manager

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

5 years* in market research

Ho Chi Minh city

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

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FAX:+84-28-3910-3921



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

7 years* in market research

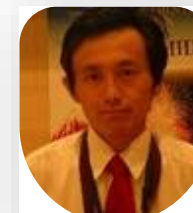
Tokyo

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FUJIMORI ICHIRO

Tokyo office Manager

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

13 years* inbound tourism



SUGIYAMA MOTOHARU

Corporate Management Director

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

12 years* in market research



TAKAGI YASUNOBU

Business Development Executive

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

3 years* in market research