



**B&Company**  
World in Intelligence

## **Company profile**

May 2025

# COMPANY OVERVIEW

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

## Our office



## Business field

- ✓ Market research
- ✓ Oversea expansion support

## History

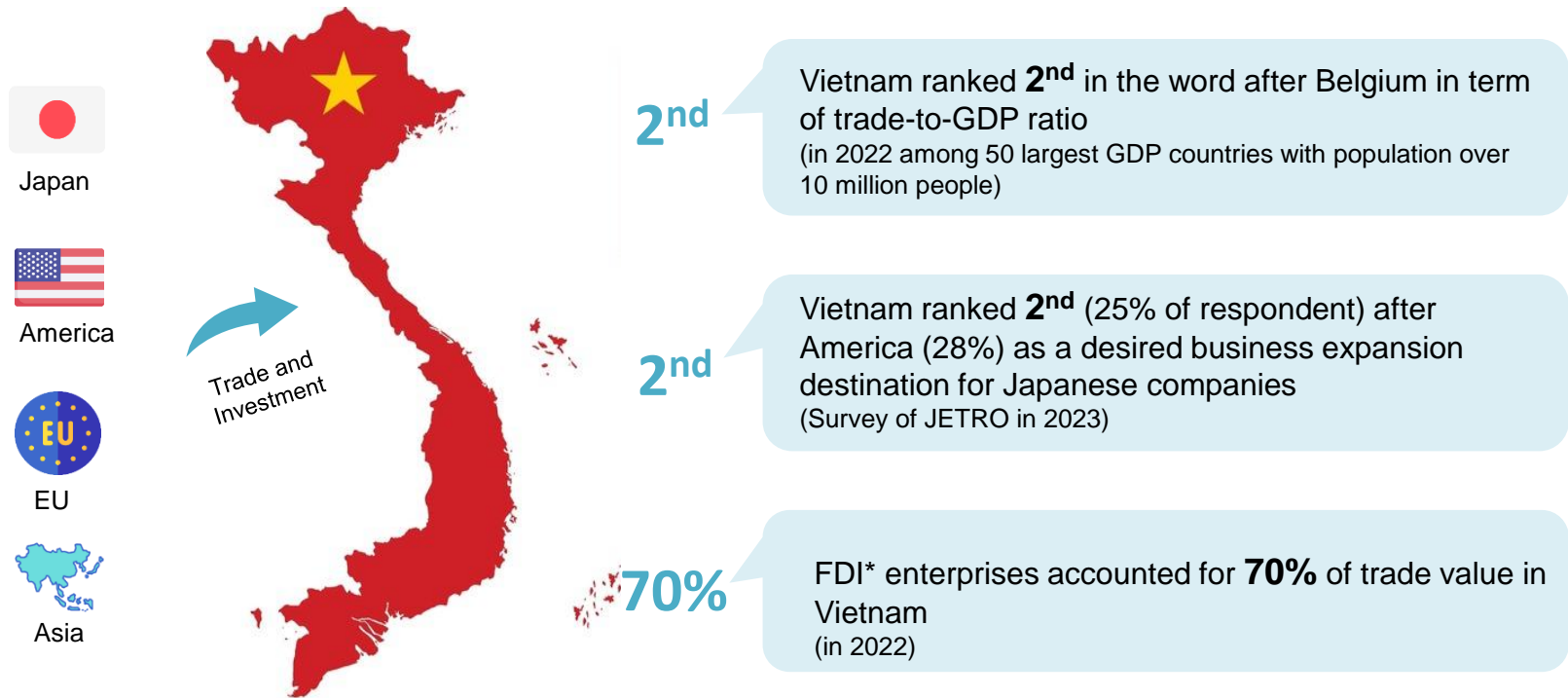
- The founder has been engaged in consulting and start-up investment around 1990's.
- Around 2005, realized the significant opportunities in Vietnam and joined the IT and marketing business

- 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

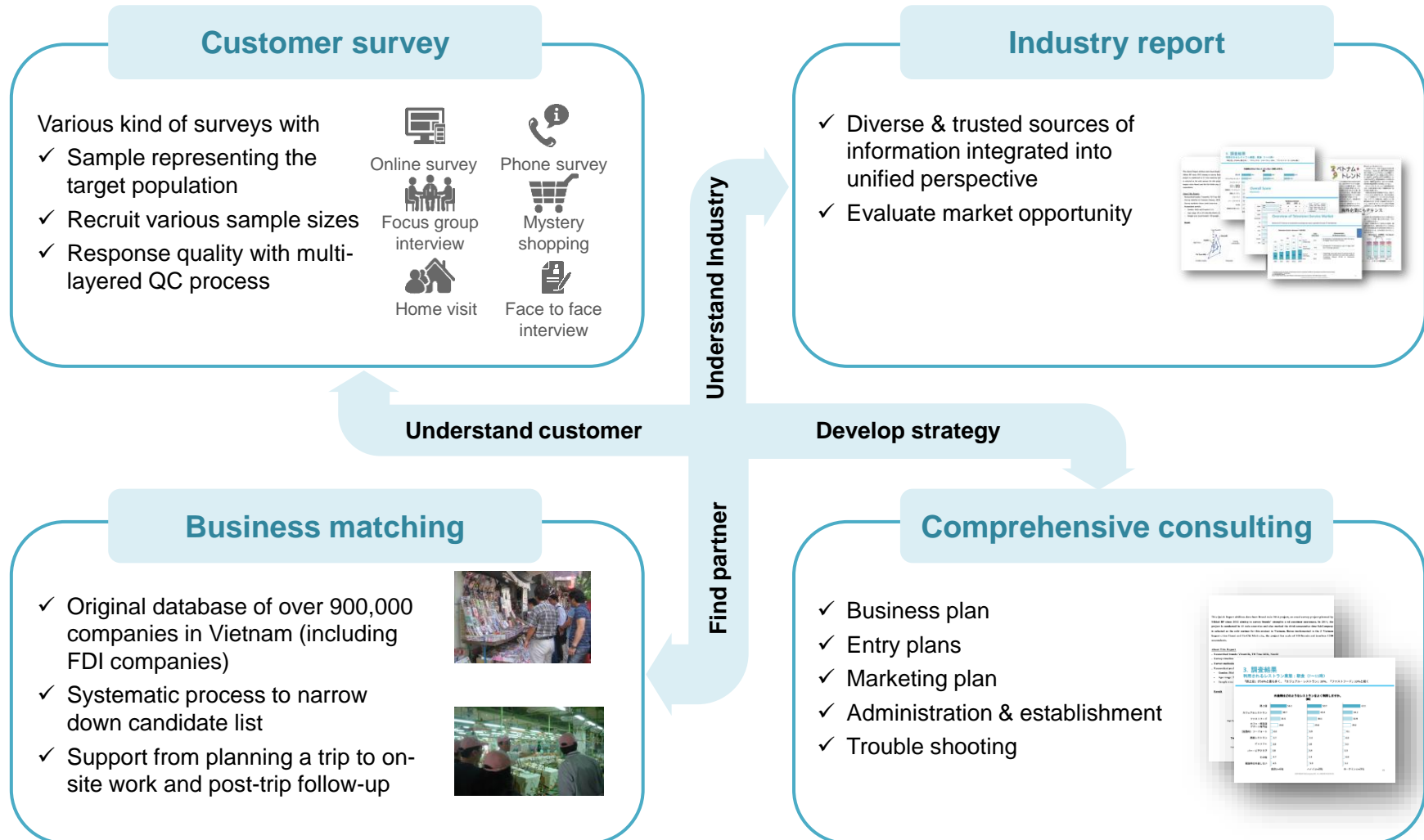
### Review for business continuation

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

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

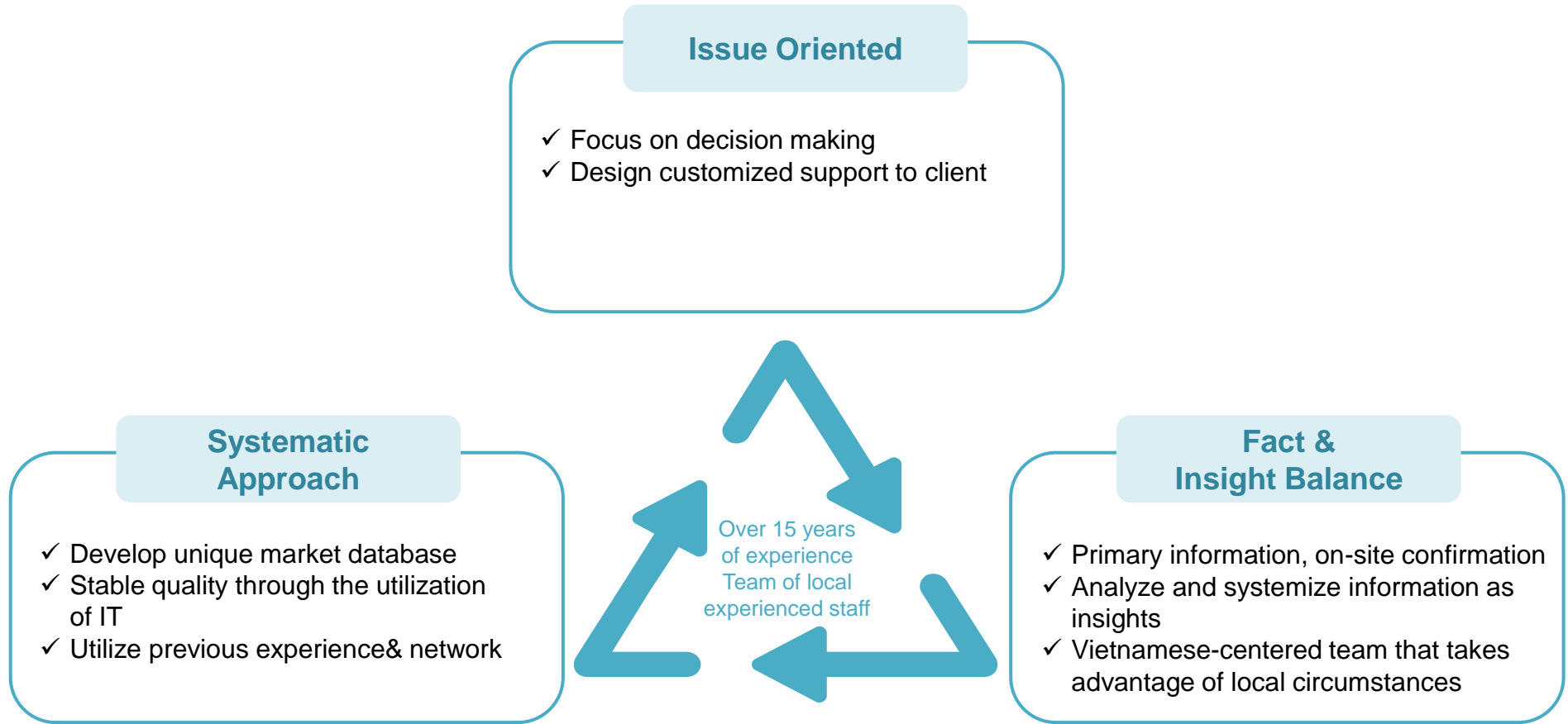
# MAIN SERVICES

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

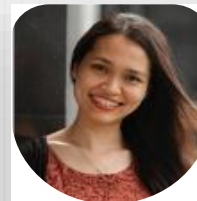


**LINH DAO**

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

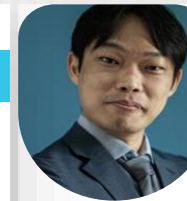


**CHI DAO**

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

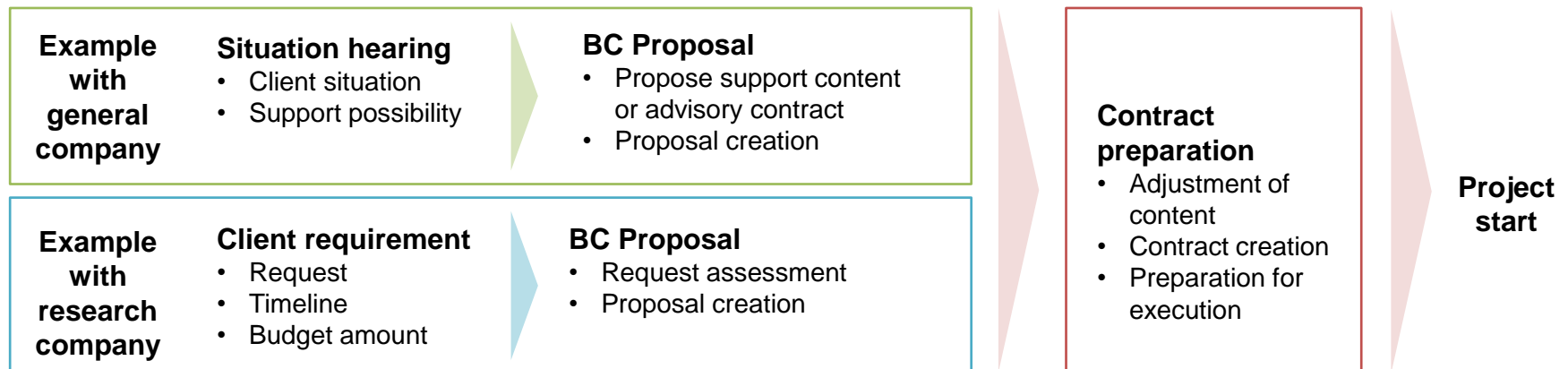
# PROCESS & PRICE RANGE

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  |
|--------------------|--|--|---|
| <b>Content</b>     | <ul style="list-style-type: none"> <li>Market size &amp; competitor</li> <li>Customer preferences</li> </ul> | <ul style="list-style-type: none"> <li>Partner finding</li> <li>Partner interview</li> </ul>   | <ul style="list-style-type: none"> <li>Market entry strategy</li> <li>Business operation</li> </ul> |
| <b>Methodology</b> | <ul style="list-style-type: none"> <li>Desk research</li> <li>Survey</li> <li>In-depth interview</li> </ul>  | <ul style="list-style-type: none"> <li>Long list/ short list</li> <li>Appointment support</li> <li>Negotiation support/advice</li> </ul> | <ul style="list-style-type: none"> <li>Strategy formation</li> <li>Problem solving</li> </ul>       |
| <b>Price range</b> | • 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

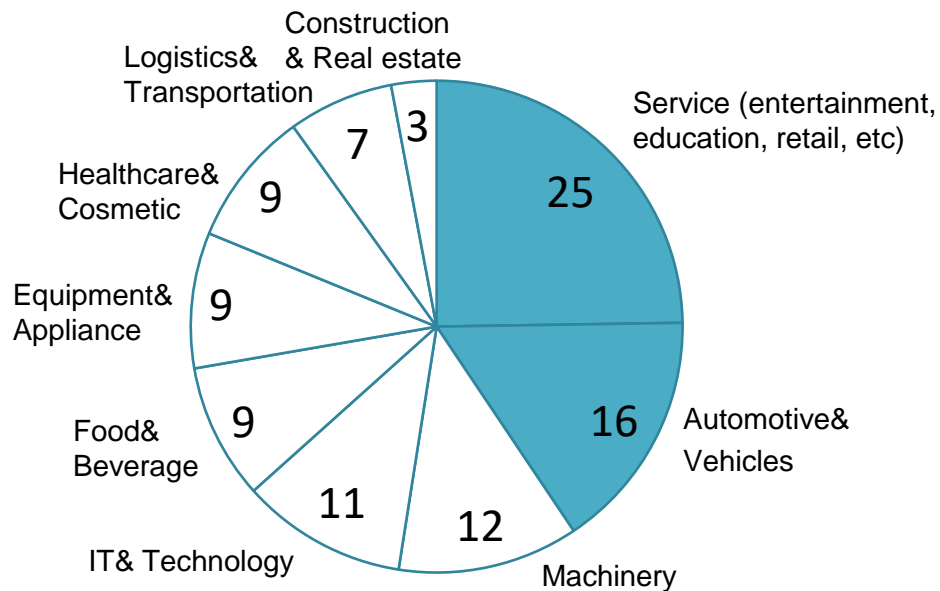


### Industry

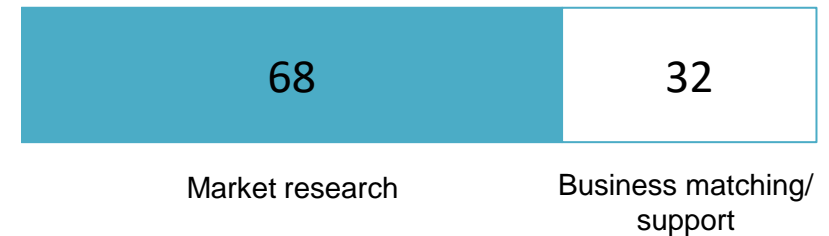


# CLIENT PORTFOLIO\*

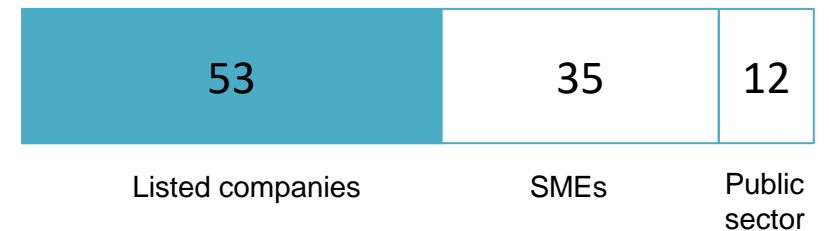
**Project by sector (%)**



**Project by support service (%)**



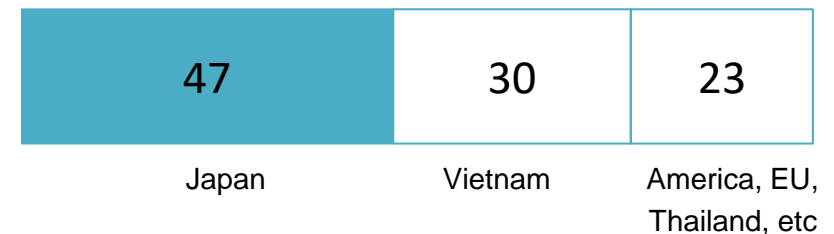
**Client by type (%)**



**Project by business model (%)**



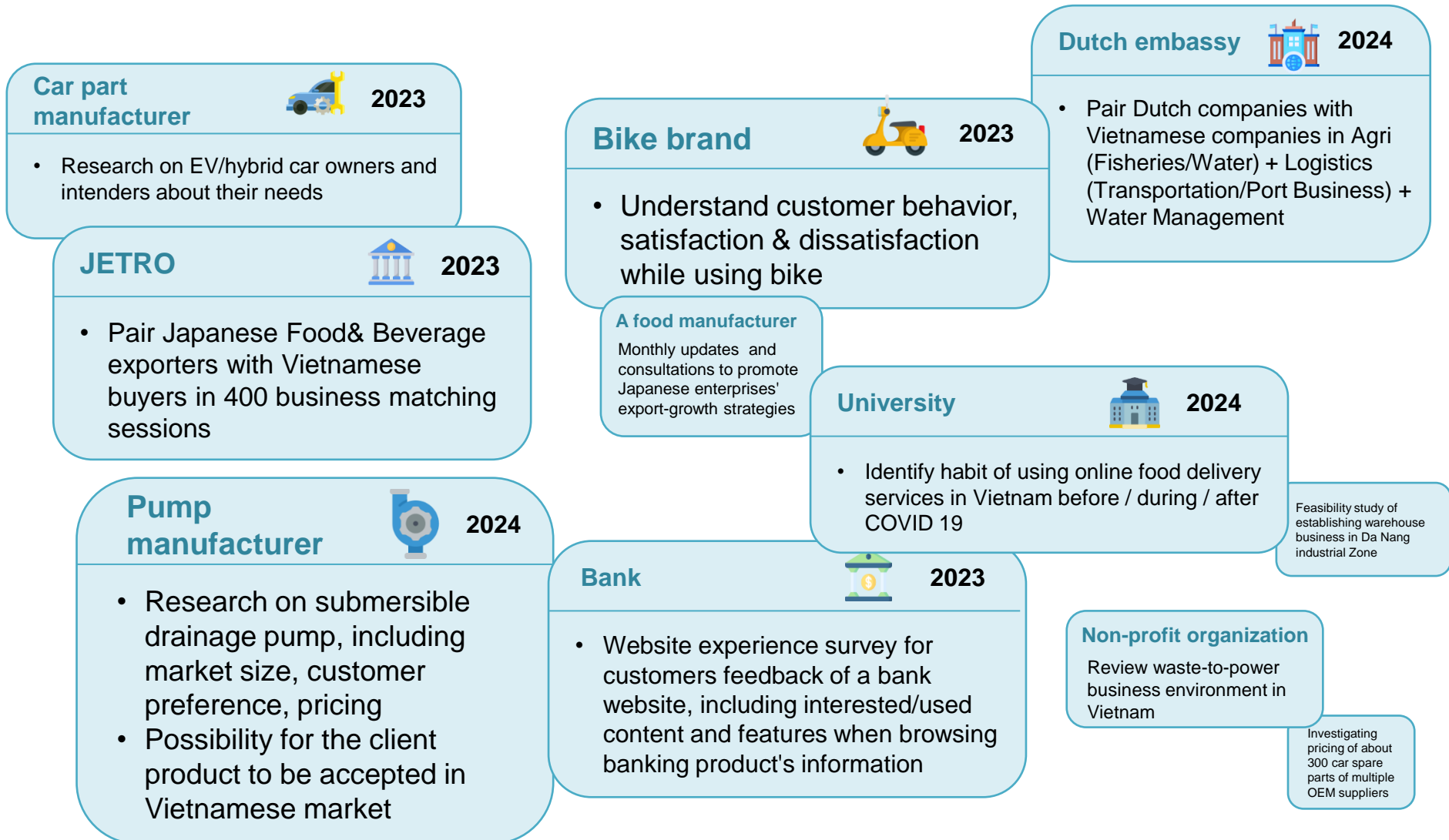
**Client by country (%)**



\*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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<https://b-company.jp>

Please feel free to contact us

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FAX:+84-24-3978-5180



### 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