

Spot Consulting and Regular Report Preparation Service Introduction

(Service Introduction Document)

B&Company, Inc.

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Service Overview

Consulting and Reporting Services with Hourly and Monthly Plans to Suit Your Needs

We offer two service plans: a “pay-as-you-go” plan, ideal for resolving one-time questions, and a “monthly subscription” plan, ideal for ongoing market monitoring

Spot Consulting

This service addresses your questions and challenges regarding the Vietnamese market on an ad hoc basis through dialogue with experts.

- We provide swift and cost-effective solutions to needs such as “I want to get a feel for the market first,” “I want to organize ideas for a new business,” or “I want to quickly gather information on a specific industry.”

From 50,000 yen per hour

Regular Reports

This service involves B&Company conducting monthly monitoring of specific industries and topics, preparing and delivering reports, and facilitating discussions and presentations during regular meetings.

- Through continuous information gathering and regular dialogue with experts, you can gain a comprehensive and ongoing understanding of trends in the Vietnamese market.

From 100,000 yen per month

*Since spot consulting is a service focused exclusively on verbal advice, no written deliverables will be provided.

*Official quotes will vary depending on the target industry and scope of work. The prices listed above are minimum rates.

Use Cases

You can use this service in various situations

We cater to a wide range of needs tailored to your business phase, from solving short-term challenges to maintaining an ongoing understanding of the market.

Short-term information gathering and hypothesis testing



- When you want to quickly grasp industry trends and market sentiment before entering the market,
- it is ideal for gathering information prior to making a decision.

Exploring new business opportunities



- When you want to obtain objective opinions from an expert's perspective regarding the feasibility of expanding your company's services or products into Vietnam

Organizing and Brainstorming Ideas



- When you want to broaden your perspective and identify key issues by brainstorming with experts during the conceptualization phase of your market entry strategy or business model

Searching for Business Partners



- When you want to gauge the potential of local partner candidates or confirm the direction and criteria for your search

Initial M&A evaluation



- When you want to understand the general landscape of the target market or industry during the early stages of considering M&A for a Vietnamese company

Ongoing monitoring of specific industries



- When you wish to continuously monitor trends in industries and competitors of interest to your company through monthly fixed-point observations

Building an information infrastructure for business expansion



- When you wish to continuously accumulate and share market information internally with a view to expanding your business in Vietnam

Input for management decisions



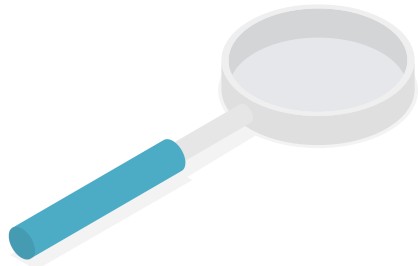
- When you wish to utilize monthly reports and regular discussions with experts as input for management meetings and business decision-making

Benefits of Utilizing Our Services

Three Key Strengths: Low Cost, Speed, and First-Hand Information

You can leverage our track record of over 700 research projects spanning approximately 20 years, along with our local network, at a low cost and in a short timeframe

Leverage approximately 20 years of insights from Vietnam market research at a low cost



- Since entering the Vietnamese market in 2008, B&Company has undertaken over 700 projects for private companies and public institutions
- Compared to standard market research projects, you can leverage our accumulated knowledge, experience, and network at a lower cost and in a shorter timeframe

Get started in as little as one week



- For ad-hoc consulting, we can begin within as little as one week after confirming your requests and challenges
- And respond swiftly even in situations where rapid decision-making is required

A database of 900,000 companies combined with insights unique to local Vietnamese researchers



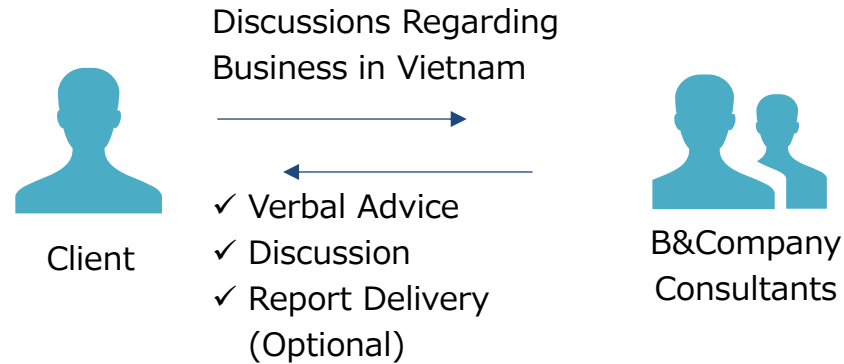
- Leveraging our proprietary corporate database—which includes over 900,000 companies in Vietnam—along with our local network centered on our two offices in Hanoi and Ho Chi Minh City and our on-site researchers, we provide practical insights based on the latest, first-hand information

Service Delivery Structure

A simple service delivery system centered on dialogue with experts

We have a system in place where experts directly respond to your questions and discussions through verbal advice and dialogue.

Service Delivery Model



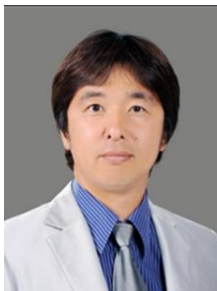
Example Topics

- ✓ Research on Carbon Credit Systems and Market Trends in Vietnam
- ✓ Planning and Development of New Businesses Utilizing Connected Services for Motorcycle Industry
- ✓ Identifying New Business Ideas for Solutions to Improve Efficiency in Vietnam's Healthcare Sector
- ✓ Discussion on Sales Strategies for Developing Distribution Channels for a Pig Manure-Based Compost Business
- ✓ Consultation on Customer Acquisition Strategies for General Contracting Targeting Japanese Companies
- ✓ Provision of Regular Reports on the Vietnamese Real Estate Market

Examples of Experts

A team of experts with extensive on-site residency and practical experience

Experts with experience living in Vietnam and in-depth knowledge of various industries will assemble the optimal team to address your specific consultation needs



Ohta Shigemasa
President and CEO

Qualifications: Certified Small and Medium Enterprise Management Consultant

Education: Master's degree from the Graduate School of Mathematical Sciences, University of Tokyo

- 1994–1997: McKinsey & Company (management consulting for large corporations and local governments)
- 2001: Founded B&Company, Inc.
- 2008: Founded B&Company Vietnam
- 2009–2013: Vietnam University of Trade (Visiting Lecturer)
- 2012: Osaka Prefecture and City (Special Advisor)
- 2013–2014: Japan External Trade Organization (JETRO) (Senior Expert)
- 2016–2017: Japan External Trade Organization (JETRO) (Senior Expert)
- 2018–: Yokohama Foundation for Business Management Support (Public Interest Incorporated Foundation) (Expert on Overseas Expansion)



Sugiyama Motoharu
Vietnam Subsidiary (Hanoi Office)

- Education: Graduated from the Department of Social Engineering, University of Tsukuba
- 10 years stationed in Vietnam (Hanoi); spouse is Vietnamese
- Areas of Expertise: Manufacturing, education, regulations, accounting, dispute resolution, etc.
- Experience: Hands-on support, etc.



Takagi Yasunobu
Vietnam subsidiary (Ho Chi Minh City office)

- Education: Graduate of the Faculty of Economics, Teikyo University
- Resided in Vietnam for 6 years (Ho Chi Minh City); spouse is Vietnamese
- Areas of expertise: Manufacturing, distribution, construction, facilities, etc.
- Experience: Ad-hoc support, business matching support, etc.



Kaneuchi Kohei
Vietnam subsidiary (Ho Chi Minh City office)

- Education: Graduate of Chuo University, Faculty of Law
- 7 years stationed in Vietnam (2 years in Hanoi, 5 years in Ho Chi Minh City)
- Areas of Expertise: Food, building materials, water treatment, events, etc.
- Experience: JETRO Local Support Coordinator for SME Overseas Expansion



Kenya Miura
Japanese subsidiary (Tokyo Office)

- Education: Master's degree from the Graduate School of Humanities and Social Sciences, Southeast Asia Course, University of Tsukuba
- Former JETRO employee with over 9 years of experience in market research and strategic consulting in Vietnam
- Areas of Expertise: Energy, Food, Retail, Consumer Goods, Real Estate, etc.
- Experience: Launch of a market research firm in Vietnam and new business development

Service Process

From inquiry to implementation—a simple 4-step process

Whether it's a one-time consultation or ongoing monitoring, you can use our services quickly and easily in four simple steps

One-time Consulting

..... 01

Inquiry

Please tell us the topic of your consultation and provide some background information

..... 02

Scheduling

A representative will contact you to confirm the details and schedule a meeting (In as little as about one week)

..... 03

Session

We'll hold a discussion with an expert—lasting one hour or more—either online or in person

..... 04

Follow-up

Additional sessions are available as needed

Regular Reports

..... 01

Consultation & Topic Definition

We conduct a consultation to identify the industries and topics you wish to monitor, and determine the report's content and format

..... 02

Contract and Kickoff

After the contract is signed, we will confirm the schedule and process during the first regular meeting

..... 03

Ongoing Monitoring and Report Delivery

Each month, we will gather and analyze information based on the agreed-upon themes and deliver a report

..... 04

Monthly Meetings (Once a Month)

We will present the report, hold a Q&A session, and discuss plans for the following month

Comparison of Service Details

Comparison of the Two Services by Category

This section compares one-time spot services and ongoing consulting services by category, including fees, deliverables, and contract terms

	One-Time Consulting	Regular Reports (Retainer-Based)
Service Overview	Discussions and information sharing with experts on specific topics	Ongoing monitoring of specific industries and topics, delivery of reports, and holding of regular meetings
Deliverables	None (does not include the preparation or delivery of materials)	Monthly Report (delivered every month)
Fee	Starting at 50,000 yen per hour	Starting at 100,000 yen per month
Session Duration	1 hour or more	Regular meetings: Once a month (duration negotiable)
Time to Start	As soon as approximately one week	Begins the month following contract signing
Contract Term	On a case-by-case basis (one-time)	Monthly (minimum contract period negotiable)
Scope of Services	Within the scope of publicly available information and desktop research	Within the scope of publicly available information and desktop research
Format	Online or in person	Online or in person
Remarks	Individual interviews with experts and primary research are subject to separate fees	Primary research and additional reports are subject to separate fees