

B2B/B2C VIETNAM



ENTERING A 100M POPULATION MARKET

- **Vietnam's economy has remained resilient, expanding by 2.9 percent in 2020 (one of the highest growth rates in the world)**
- **Vietnam's economy is set to grow 6.6 percent in 2021 on the back of successful control of COVID-19 infections**
- **55.5 percent of the population is under 35 years**
- **GDP is forecast to increase from USD 270 billion in 2020 to USD 450 billion by 2025**

STEP 1

IMPORT

- Pre-market research
- Trademark registration
- Customs clearance (HS code)
- Import tax
- Import certificate & standard
- Product labelling
- Logistics

STEP 2

within 2 months

MARKET ADAPTATION

- Brand and product review
- Contents translation
- Brand ID & guideline
- Product profile
- Digital contents
- Website

STEP 3

MARKET RESEARCH

- Targeting market
- Product final design & labelling
- Pricing point B2B/B2C
- Complete operating costs per unit
- Marketing budget
- Benchmark vs competitors



STEP 4

STEP 5

within 3 months

MARKET PENETRATION B2B

BLV-I.D.S.S.
(International Data Solution Service)

We offer leads generation for CRM

- Email campaign
- Direct mailing campaign
- Direct call campaign

LOGISTIC AND WAREHOUSE

Preparation for B2C

- Creating a subsidiary in Vietnam to save import taxes
- Import stock
- Setting up a warehouse system
- Setting up a B2C system

STEP 6

within 4 months

ECOMMERCE PLATFORM VIETNAM



- Setting up ecommerce on own website
- Setting up accounts for ecommerce platforms
- Creating listing (pictures, videos and contents)
- Creating and running ads campaign



B2B/B2C/eCOMMERCE
WHOLESALE/SUPERMARKET

