



CLIENT STORY | ENTRY STRATEGY

Region :

SOUTHEAST ASIA

Consulting Services :

ENTRY STRATEGY

CLIENT SITUATION

- Client is a manufacturer of a limited range of electronic wet chemicals based in Bangkok, Thailand
- Company is keen on expanding its product portfolio and geographic reach across APAC region
- In order to do so, they were keen to understand the current and future demand-supply situation for various electronic wet chemicals in select APAC markets (Taiwan, China, Singapore and Malaysia) and entry options for selected chemicals for each geography

OUR APPROACH

- Study was kicked-off with a workshop to identify objectives, capture market intel available within the company and identify focus areas for the study
- Extensive secondary research covering internet sources, industry databases, published research, syndicated reports, etc. was conducted to arrive at initial sizing and segmentation
- An extensive interview programme covering key respondents across the value chain was undertaken through visits to Taiwan, China, Singapore and Malaysia
- Entry options were identified based time to market and overall attractiveness of the opportunity
- We also facilitated client interactions with distributors, incumbent suppliers and importers for potential tie-up opportunities

OUR RECOMMENDATION/ IMPACT

- Identification of a relevant product basket for client based on technology accessibility and unit realisation
- Assessment of the overall attractiveness of each geography based on criteria developed in discussion with the client
- Market entry strategy detailing –
 - Entry route (local manufacturing / imports)
 - Key end use industries to be targeted
 - Major customers categories and key success factors for each
 - Competition and pricing