



Marketing

Service Description



Baydrach

Marketing and Development Inc



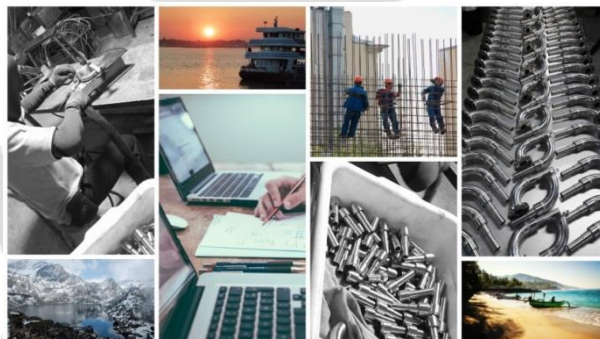
Marketing Services

Our services:

Market Study

Investigating a new market takes time and significantly more effort when in a new territory. Collecting valuable information for the dedicated market is a full time job that requires the right team in order to benefit your business. The Baydrach Marketing Team can offer the following services:

- ✓ Going on the ground to compile information or use our partners to amass the required data.
- ✓ Question our networks of lawyers to advise on the feasibility of your project.
- ✓ Analyzing and comparing the different strengths and weaknesses in the region for the following areas:
 - Logistics: how to import/export your products and deliver to your customers the best products and services. Evaluating the complexity to get import/export licenses.
 - Taxes and customs: we compare the differences in South East Asia in terms of VAT (Value-Added Tax) or GST (Goods and Services Tax), WHT (Withholding Tax), Import Duty & other Taxes, if there are any potential Special Economic Zones, Tax Free Zones, Tax Holiday...
 - Human Resources: Evaluating and comparing the local labor level, education, cost, regulation, availability.
 - Existing Competition: Identifying your competitors and analyzing their strategies, successes and failures. We can obtain information with regards to their production, delivery, management, settlement, sales and customers.
 - Potential Market: We identify where your best market is and compare the compatibility with the original plan of settlements.
 - Energy and Infrastructure: Every country in South East Asia doesn't offer the same access to an affordable and available source of power. It is important to evaluate this fact in order to choose where you want to settle your office or factory. It's important to evaluate your needs in infrastructure, such as: Airports, Ports or Roads, we help you to understand and visualize differences.
 - Bank: Banking systems in South East Asia is a complicated topic that includes many local, some regional, and a few global banks. Some Western banks are also available in many countries in South East Asia such as but not limited to City Bank or ANZ Bank. Following your strategy, your core business and your business plan, the choice of your bank can be an important factor for your success. We help you to collect information and have enough information and feedback in order to make the best choice for your project.
 - Telecom and internet: Communication today is essential for your settlement. You can spend a lot of money for your communication and we can help to compare networks, providers, prices and services.
- ✓ As soon as all the information is collected, we can analyze it for you and compile into a Market Study Report. We provide you with a soft copy, a hard copy upon request, and if desired a face to face presentation of the Market Study.
- ✓ Finally we will make a succession of recommendation, suggestion and proposition for your next step forward to Asia.





Strategy Development

Because it can be hard to choose how to start your development in South East Asia:

- ✓ Where to set up your office/factory?
- ✓ Using a local partner or not?
- ✓ How to fulfill your objectives?
- ✓ How to prioritize your target market?
- ✓ How to obtain timely ROI?

We propose to support you in making the best choice for your business. With our experience and contacts we can provide you examples of success. Learn from other successes and make it yours as well.

We will help you determine the best country to set up your first entity and then develop your strategy, operating remotely from a Regional Headquarters, or setting up representative offices, or opening branches...

If you decide to continue to operate from your Head Office we can provide our Sales and Development Services, prospect, and follow up and coordinate your quotations and business development. Our Business Intelligence Team can supply the latest and crucial information to keep you updated upon the opportunities in the Asia Pacific Region.

More information is available on our website in the Sales and Development page, or send us an inquiry by email to contact@baydrach.com

Business Carrier

We will organize your business trip in South East Asia, meet some prospects, suppliers, local authorities, potential partners, administrations, banks, lawyers, chambers of commerce, associations, NGOs, embassies... We will provide support to organize the meetings and also arrange accommodations, visa support, local transportation, translators if required and any additional services you may require to make your business trip successful. This service will save time so you can focus on having qualified meetings, targeted interlocutors and return with a collection of valuable information. Before your departure, we will schedule a follow up to provide you with any additional information, documents, samples, etc. that is requested.

For professional exhibitions, we can assist with your attendance as a visitor or exhibitor. We can receive/forward your brochures, banners, demonstration samples or more and provide local printing services for your exhibit all while coordinating your logistics, supporting your visa applications, organizing accommodations and transportation, and finalizing any additional meetings before or after the event.

Send us an inquiry by email to contact@baydrach.com

Facilitating Network

All the members of our Sales and Development Services have a priority to be introduced to other members. Whenever possible, we develop synergies between our members and your products and services so we can be a leader for the success of your projects

In the case of Public Projects, Private Projects or PPP (Public Private Partnership), some international tenders can be open to foreign providers. Our clients and partners are mainly involved in Construction, Infrastructure, Oil, Gas and Energy, Marine, Telecom, Food-Processing and Pharmaceutical with some of these industries being complementary.

For example: on a refinery construction project, there will be Oil and Gas Company, Construction, Infrastructure and sometimes Marine industry involved. We can coordinate the Technical and Commercial submission to one package of the tender but also submit a turnkey proposal for the entire project, increasing our chances of success.

More information regarding membership can be found on our website in the Sales and Development page

Coordinating your settlements

In most cases, English can be used as the primary language for meetings in South East Asia. However, local laws and regulations can be complicated and it is always advised to use the local legal language. For instance, in Timor, the legal language is Portuguese, Thai in Thailand, Bahasa in Indonesia and so on.

Our team will work with different lawyers in our zone of activity to exchange documents, coordinate phone calls and follow ups, execute translations and payments, and ensure the right process of creation for your company.

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