



Market Development – The Successful Market Entry INDONESIA

Through the acceleration of globalizing markets, the international business expansion has become a major topic for successful SME's. Emerging markets such as Indonesia can be a fertile ground for large and sustainable profit growth. While identifying your business potentials and strategically choosing the location of the planned expansion it is even more important to consider the risk and evaluate the local situation as well as the local differences.

Market Information

Market & Country Information

- Inside information
- First success / risk prediction

Potential business estimation

- First estimation of business potential

Objective & Ambition Statement

- Goal and target statement

Market Research

Market Inspection

- Interviews with market insiders
- Market size analysis
- Market player identification

Competition Analysis

- Competitor identification (Long List & Short List)
- Interviews with competitors (Short List)
- SWOT analysis of competitors

Market Entry Strategy

- Possible entry solutions
- Cost & time estimation
- Market entry requirements

Market Entry

Company Establishment

- Establishment permit
- Company incorporation
- Tax registration

Trademark Registration

- Investigation
- Registration

Business Partner Identification

- Joint Ventures, Agents, Distributors, Service partners, Representatives, Importers, M&A and others
- Long List / Short List
- Contract and negotiation support

Domicile Solutions

Domicile Provision

- Work station
- Office Address
- Dedicated Phone
- Secretarial Services

Recruitment & Hiring

- Employee Screening
- Staff hiring

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