



Orissa International

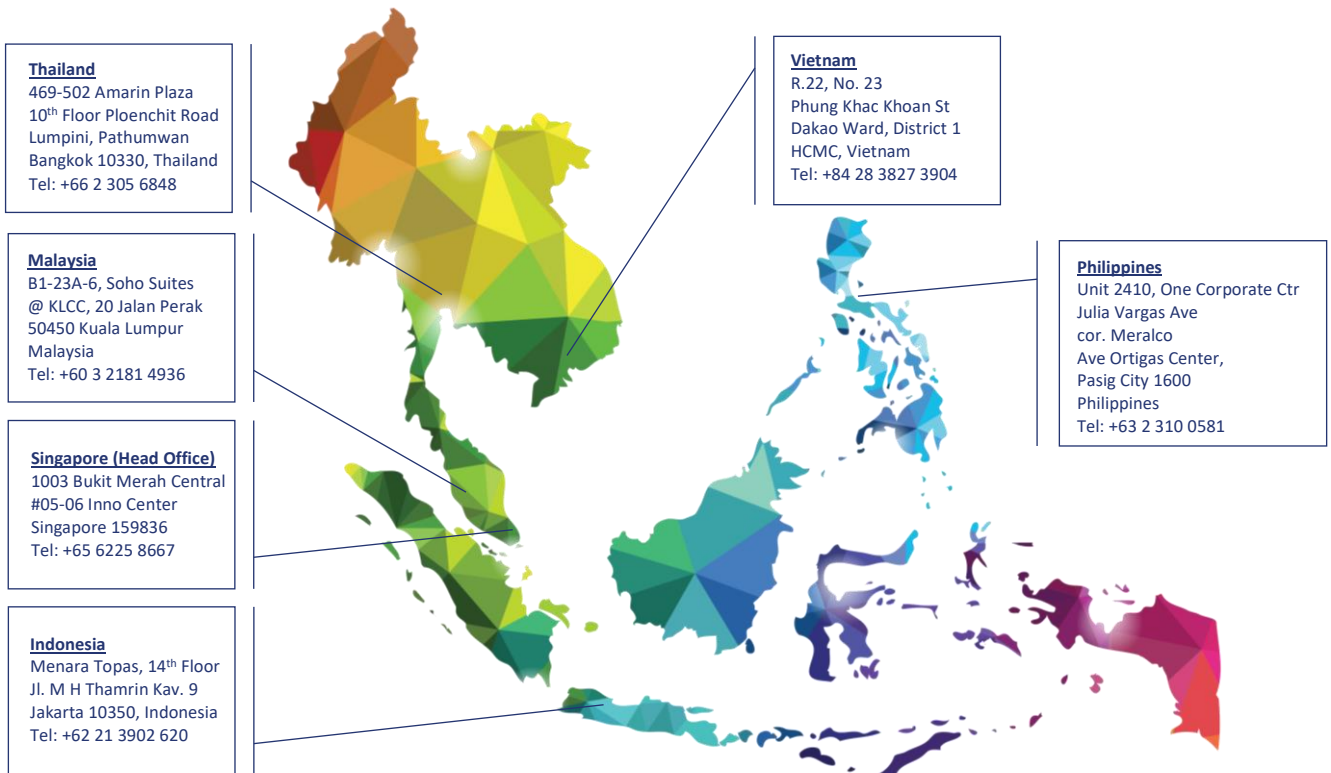
Key Service Options for Delaware Companies



ORISSA INTERNATIONAL
GROW YOUR BUSINESS

About Orissa International

Orissa International (www.orissa-international.com) is a market entry consulting firm with more than 20 years of experience helping companies grow their business in South East Asia. We have offices in key cities across the key Southeast Asian markets, namely Singapore (head office), Kuala Lumpur, Jakarta, Bangkok, Ho Chi Minh City and Manila.



This document outlines the range of services we can provide to Delaware companies that are looking for customers, distributors, business leads or a better understanding of our South East Asia Region, one of the fastest growing economic regions in the world, with a collective GDP that makes our region the 7th largest economy in the world.

Our Key Support Services For Delaware Companies

- Distributor Identification, Selection, Pre-qualification & Meeting Arrangements
- Customized Market Research
- The Envoy Program
- Trade Show Support



Distributor Identification, Selection, Pre-qualification & Meeting Arrangements

Having completed over 1000 customized agent/distributor/reseller searches for our clients over the years, this is one of the most popular trade services that we offer to potential clients. Typical clients are companies seeking a customized approach to finding local customers or distributors, and who have found trade shows to be less than desirable in finding these local contacts

Our methodology, which has been fine-tuned from over 20 years of experience, consists of four key stages:

- Agent/Distributor/Reseller Profiling, where we gather information from the client on what they consider to be an ideal rep/value added reseller for their products or services
- Partner identification and verification, where based on the ideal partner profile, our in-country team, using their local knowledge and contacts, identify potential distributors that match, or are as close as possible to the ideal rep/value added reseller profile that the client is looking for
- Prequalification, where after the client has vetted our list, we contact the local distributors to determine who is interested in the opportunity to partner with the client to sell their products/services
- Business matching meetings, where we set up business matching meetings with the potential distributors. Typically, we arrange 5-7 meetings over 2 days, subject to level of interest by distributors

Once the meeting schedule has been arranged, we will send a schedule which include persons attending the meetings, contact details and brief profile of each organization as a basic guide during the visit program.

Customized Market Research

This service option is targeted at helping our clients gain a better understanding of their target markets so that they can prepare their export strategy before they try to break into these markets.

Many companies underestimate the importance of commissioning market research, especially before they start looking for distributors. However, such a report can provide valuable information, including pricing information, barriers to entry, key players, sales channels, ease of doing business, and other relevant information. Such information can enable a company to prepare their pitch to potential distributors.

The key elements in the research typically include the country profile, the current economic environment, overview of sector(s) most relevant to the client, the competitive landscape, pricing information for selected products, and the opportunities for the client in the target market. Prior to conducting the market research, our research team will engage the client to clearly define the scope of work for the research.



We have significant experience in undertaking in-depth market research in key sectors. Research is undertaken by our in-country staff who have a good grounding in research skills, are knowledgeable about the relevant sectors, speak the local language, and are familiar with the local context, and are thus able to add more depth to our analysis.

We can also offer customized snapshot market studies for companies that want a quick understanding of a market or have specific questions to address.

The Envoy Program

Under the Envoy Program, Orissa International operates as a facilitator for the development of the sales and service activities of companies in South East Asia.

The Client appoints Orissa International Pte Ltd under a Marketing Services contract to undertake sales, marketing, channel partner development, or technical support in one or more key markets in South East Asia: Singapore, Malaysia, Indonesia, Thailand, Philippines and Vietnam.

In turn, we recruit, hire and support local professionals with the right industry experience in the target market. The local employee (while working for us) will report directly to you, meet your clients, carry your business card and is fully dedicated to your business. He or she is placed in our office, and the shared overhead and operational costs results in a very cost-efficient and flexible value proposition for you.

The Envoy Program is a feasible work-around to the capital-intensive investment and stress associated with setting up an overseas office and hiring overseas staff. It provides companies a cost-effective option to establish a direct presence in their target markets. The program is designed for companies that:

- Prefer to sell their products/services directly to end users because of the nature of their business and the market conditions
- Want to maintain control and independently develop the market on their own, and to grow their business and client relationships without being reliant on third parties
- Are having difficulties finding or convincing agent/distributors to resell their products/services, or currently have non-performing agents/distributors

The contract will be a 1-year, renewable contract, and the Client will be required to pay a refundable deposit and monthly fees. At some point, depending on how the business develops or the role grows, the Client can register its own company in-country and hire the employee directly.



Trade Shows Support

Many companies participate in trade shows hoping to find customers or local agents or distributors. However, they come away from these events with less than desired results. But with our trade show support services, you can now enhance the benefits of your participation in a trade show by subscribing to one or more of our lead generation programs.

We can:

- Identify key targets that you would like to invite to your booth
- Arrange business matching meetings with a schedule of appointments
- Organize a networking reception or invite the media to conduct interviews to enhance your PR efforts
- Have one of our staff act as your local interpreter during the show



Key Contacts

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