



STRATEGIES FOR SUCCESS IN ASIA'S EMERGING MARKETS



CONTENT OUTLINE

HERE'S WHAT TO EXPECT:

INTRODUCTION

FORMULA FOR SUCCESS IN THE ASIAN MARKET

CONTACT INFORMATION

2019 | INFINITI RESEARCH

INTRODUCTION

Asia is a continent of contrasts, distinguished by variations in natural resources, business environments, and cultures among its many, far-flung nations. However, one thing that is notably common in Asian countries is their rapid economic growth. Over the past two decades, Asian countries have outpaced the rest of the world in terms of gross domestic product (GPD) and per capita income.

One of the primary reasons for Asia's rise in affluence is the dramatic growth in technology penetration. Moreover, easy access to online content irrespective of the location has contributed to the growth of a highly aspirational generation of discerning consumers who seek the best quality, features, and service. China in particular has shown an insatiable appetite for online retail. In 2015, the Chinese e-commerce market overtook the United States to become the new global leader in this segment. Such lucrative growth opportunities in the Asian market has prompted many global companies to venture into these markets. But establishing a foreign business in an Asian market is no easy task.

In order to capture the full potential of Asia's emerging markets, companies will have to understand and account for the unique supply and demand challenges of the region. There is complex demand in these markets due to the need to provide a wide range of stock-keeping units (SKUs) covering multiple price points. The market is also highly volatile as channel partners often struggle to sense and forecast changing consumption patterns. As economies are diverse as they are in different stages of maturity. This disparity in buying power means that multinational companies seeking to establish themselves in Asian economies must customize their products to meet a wide range of target price points for different countries within Asia, thereby increasing SKU complexity. They must also be well aware of the cultural differences and market their products/services to appeal to the religious sensitivities of each of these nations.

WANT MORE INFORMATION?

**We'd love to assist you!
Please choose a mode of engagement below and
we'll be in touch within 48 hours.**

REQUEST FREE BROCHURE

REQUEST FREE PROPOSAL

ASK AN ANALYST - CONTACT US

2019 | INFINITI RESEARCH

Asia's continued high growth rates make it an attractive market for global manufacturers and consumer goods companies. However, there are some key challenges to tackle to succeed in this market:

'Last mile' delivery

There is rapid urbanization taking place in most of the Asian countries. As a result, there would be increased spending on housing, recreation, health care, and consumer products. This would drive up demand for increasingly sophisticated supply chain capabilities, including higher customer service levels, faster delivery, improved availability, and greater agility. To meet these changing demands businesses will have to step-up their delivery models to meet the demands of both the urban and the rapidly urbanizing rural population in these countries. The complexity of last-mile logistics in many Asian markets results in higher costs. For most industries, logistics spend is seen to be higher in Asia than in Europe or the United States. In order to prevent the logistics costs from eroding too much of the margins, supply chain managers need to employ optimization tools like network planning, vehicle scheduling, and route planning to squeeze out the inefficiencies in logistics.

FORMULA FOR SUCCESS IN THE ASIAN MARKET

ALL YOU NEED TO KNOW...





REQUEST FREE BROCHURE

NEED INFORMATION
ON OUR SOLUTIONS
PORTFOLIO?



CONTACT US

WANT MORE INFORMATION
ON HOW OUR SOLUTIONS
CAN HELP HEALTHCARE
ORGANIZATIONS?

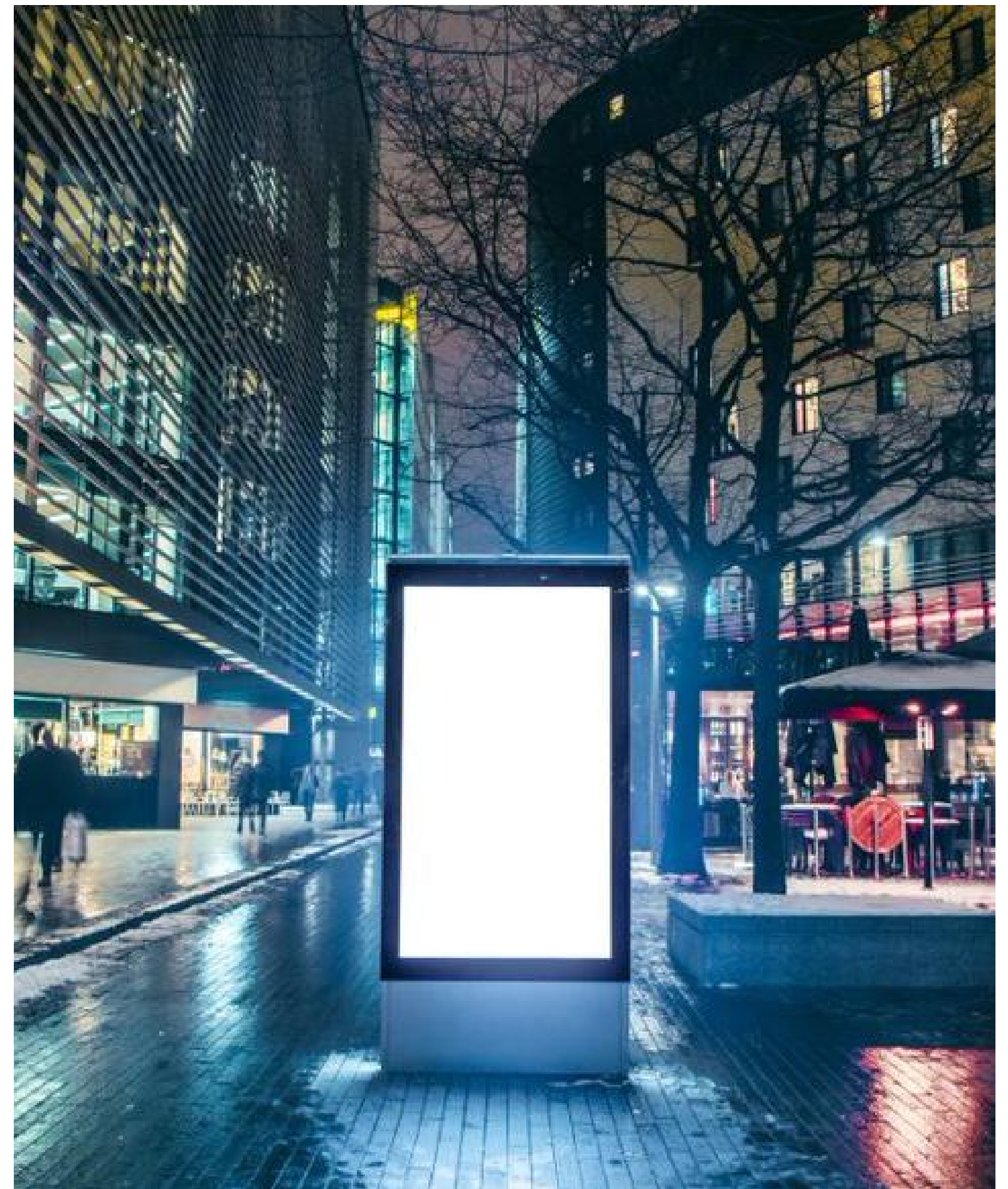


Consumer diversity

A significant implication of the diverse nature of the Asian consumer is the need for products and services offering similar functional benefits but at widely different price points. This, coupled with local entrepreneurship, has meant that different business models have evolved to deliver the products and services consumers want at the prices they want to pay. Many successful companies have used this business strategy effectively in Asian markets. Furthermore, lean supply chains support high-volume, mass-market products with a greater emphasis on value, while agile and fully flexible supply chains deliver premium products, for which service overrides cost considerations. Companies that do business in Asia need to master supply chain segmentation to successfully compete across the entire price portfolio.

Mitigating risk

Embracing techniques such as nearshoring is highly relevant in the Asian markets. Nearshoring is the process of transferring a business operation to a nearby country, especially in preference to a more distant one. Top global companies are setting up consumer research centers, product research and development (R&D) centers, and leadership training institutes in Asia to offer products and services that are specifically developed for them. Furthermore, companies must be prepared to meet other risks in these nations including shrinking economic cycles, increased geopolitical turmoil in developing countries, and unpredictable natural disasters. Being prepared for such events helps avoid 'shock' and companies can thereby easily recover from such contingencies.



CONTACT INFO

Positioned at the forefront of market intelligence, Infiniti Research has carved out a niche for itself as the premier provider of market intelligence solutions for leading players across industries. Our unmatched market intelligence solutions, consulting, and in-depth market assessments are well-known among industry leaders for their ability to solve the toughest challenges faced by industry players. Our innovative market intelligence solutions help enterprises transform structural capabilities, improve execution efficiency, and fast-track time to savings.



PHONE NUMBER - US

+1 844 778 0600

PHONE NUMBER - UK

+44 203 893 3400