

# Aver Information – Expansion in Vietnam market, improve brand image and localize services

Client : Aver Information

Project : Bureau of Foreign Trade, MOEA - High-Quality Parity Product  
and Emerging Markets – Prominent Exporter

Marketing and Consumer Behavior  
Research Division

## Problem

1. The company has high quality products but lack of experience and the knowledge of oversea markets.
2. Intelligent market is emerging globally, the con-call system and smart technology for school in Vietnam are in need of improvement. The company had to set up a base of operation in southern-east Asia.
3. With the competition of Chinese provider, the company should develop their own strategy



## Solution

1. Research and survey regarding the local market were taken, the team discovered the potential of the Vietnamese market and help the company to launch products that are most needed.
2. The team helped them to find local partners, and held marketing events and 8 Roadshow activities for brand reputation.
3. Assist them on the build up of local channel, establish local base of operation and solve other technical problems

## Result

1. Successfully helped them set up offices in Đà Nẵng, Tây Ninh, Lâm Đồng, Vũng Tàu, and Can Tho
2. The number of new agents/distributors increased from 29 to 74, adding a total of 45.
3. In 2017, the export to Vietnam exceeded 30 million Taiwan dollars.