

Ready⁴**USA**TM
a business unit of
 **MarketingthatWorks!**Pte.Ltd.



**MARKET ENTRY SOLUTIONS
IN THE WORLD'S LARGEST ECONOMY**

OVERVIEW

Marketing that Works Pte Ltd is a Miami, FL-founded and Singapore-based management consulting firm providing market-entry, business strategy and brand marketing advisory to international companies on how to achieve scale and growth in selected markets in Asia.

Today's companies do need fresh ideas to drive the export and growth of their products and services, and to create new Joint-Ventures across the USA, providing investors and companies with a powerful opportunity to establish a strategic foothold in the USA, the world's largest economy.

Maintaining quality standards and sustaining profitable growth in the competitive US market requires powerful marketing strategies that enable companies to build, nurture, and maintain long-term and profitable business relationships.

It is then important to rely on a competent source, and hire a professional international business consultant for designing, developing and executing a Foreign Market Entry plan.

Ready4USA™ - our dedicated business unit – which name recalls the readiness of the right products for doing business in the world's largest economy – provides a one-stop business solution to achieve scale and growth in the US market thanks to a unique suite of integrated Strategy, Marketing, Business, and Corporate services designed for international companies with a potential for growth in selected markets of the United States of America, and eyeing west for developing new business and new markets.

Focus on Market opportunities

With this in mind **Ready4USA™** provides companies with:

- a focus on market opportunities and potential
- a modern thinking approach
- a structural understanding of markets
- a value proposition delivering a practical business framework for developing a winning market entry strategy plan

10 INDUSTRIES WITH A STRONG POTENTIAL FOR EXPORT TO THE USA

Products and services from the following 10 industries have a strong potential for export and for developing new business in the US market:



LUXURY GOODS



**DESIGN &
HOME DECOR**



FOOD & WINE



**TOURISM &
HOSPITALITY**



**AEROSPACE &
TRANSPORTATION**



CREATIVE SERVICES



**GREEN TECH &
AUTOMATION**



**NATURAL HEALTH
PRODUCTS**



**PHARMA &
BIOTECHNOLOGY**



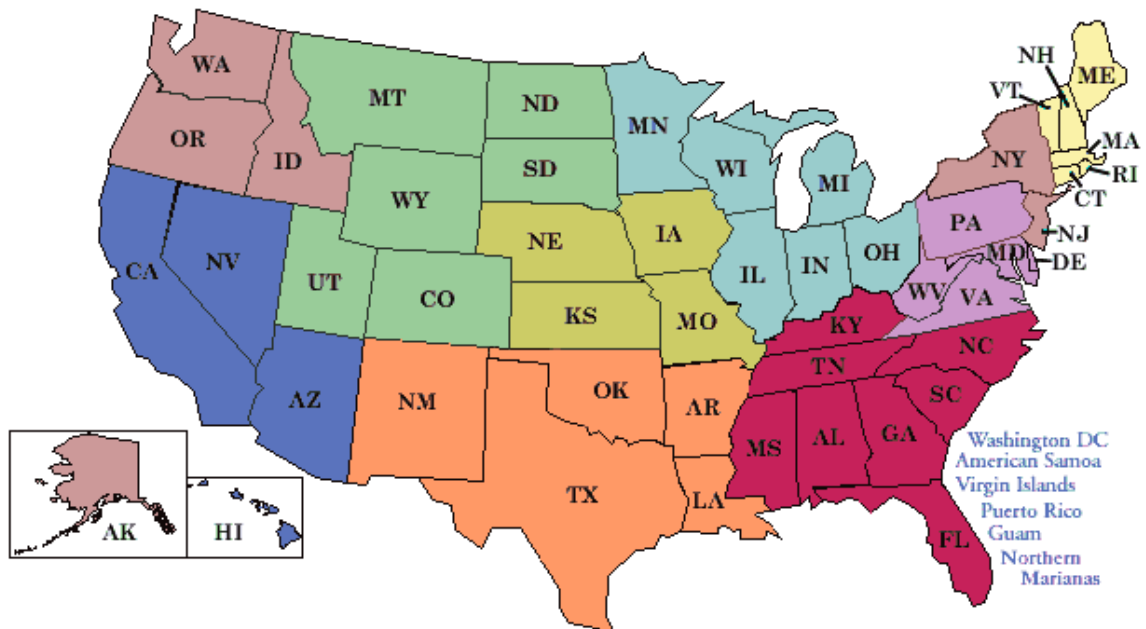
CONSUMER GOODS

U.S.A.: 1 MACRO MARKET, 50 STATES TO DEVELOP NEW BUSINESS



The United States of America market is:

- the world's largest and most diversified economy
- the most economically dynamic country in the world
- the engine for global growth
- the most significant market in the world for international trade
- the place to start new enterprises and generate wealth
- a large domestic market and culture that rewards entrepreneurial initiatives



E

As of January 2013, Design & Home Décor (Furniture) represented the #1 containerized import commodity from Asia at 160,162 TEUs. And as of February 2013, Wine (summed up with Beer & Ale) represented the #1 containerized import commodities from Europe at 18,814 TEUs.

JV

Generally speaking there's an increasing preference in selecting a Joint-Venture as market entry solution, compared to M&A and Greenfield investments. Providing both partners show a clear common business vision, a Joint-Venture offers a very practical way for entering and growing business in the US market.

FDI

The US remains the leading destination, and preferred host country, for FDI inflow, reaching a total of US\$174.7 billion in 2012, with 63% of FDI originated from the European Union, and 20% from Asia-Pacific.

FLORIDA INTERNATIONAL TRADE



FLORIDA at a snapshot (2013)

1

Stable business and business-friendly environment attracting FDI

2

International trade and investments accounted for 17%, or about one sixth, of Florida's economic output in 2013

3

60,147 Florida companies export, accounting for 20% of all US exporters, and the 2nd largest number of exporters in the US after California

4

96% of Florida exports are SMEs, and SME companies accounted for 68% of Florida exports, the highest figure among the 50 US states and much higher than the US average of 34%

5

Florida stands as the 7th largest export state in the US after Texas, California, New York, Washington, Illinois, and Louisiana (2013)

6

Innovation hub of the Americas

7

Global business hub with strategic geographic location: US Gateway to markets in Latin America and the Caribbean region, and preferred entry access to the vast US market

8

Worldwide connectivity and state-of-the-art infrastructures with 19 commercial airports and 15 deepwater seaports

USA
FLORIDA

FLORIDA ► merchandise export totaled US\$85,460.4 millions in 2013

ASIA ► US\$3,823.6 millions, or 4.48%, generated from 7 markets:

#21 **Hong Kong** (US\$1,026.6), #23 **China** (US\$956.4), #28 **Japan** (US\$632.8), #32 **India** (US\$495.3), #41 **South Korea** (US\$261.9), #45 **Singapore** (US\$237.7), #50 **Taiwan** (US\$213.4)

MIDDLE EAST ► US\$7,483.7 millions, or 8.75%, generated from 5 markets:

#7 **Saudi Arabia** (US\$3,239.5), #8 **U.A.E.** (US\$3,148.2), #30 **Kuwait** (US\$561.7), #38 **Qatar** (US\$299.4), #47 **Oman** (US\$234.9)

LATIN AMERICA & CARIBBEAN ► US\$60,761 millions, or 71%, generated from 26 markets:

#1 **Brazil** (US\$16,219.3), #2 **Colombia** (US\$6,027.1), #3 **Venezuela** (US\$4,519.6), #4 **Chile** (US\$3,727.6), #5 **Argentina** (US\$3,395.6), #9 **Dominican Rep.** (US\$2,953), #10 **Peru** (US\$2,832.5), #11 **Costa Rica** (US\$2,271.9), #12 **Panama** (US\$2,036.3), #13 **Honduras** (US\$2,001.1), #14 **Ecuador** (US\$1,992.6), #15 **Paraguay** (US\$1,668.3), #16 **Mexico** (US\$1,661.8), #17 **Guatemala** (US\$1,633.5), #18 **El Salvador** (US\$1,400.9), #19 **Bahamas** (US\$1,333), #20 **Trinidad & Tobago** (US\$1,274), #26 **Uruguay** (US\$727.9), #27 **Haiti** (US\$632.8), #29 **Jamaica** (US\$624.5), #31 **Bolivia** (US\$497.8), #37 **Barbados** (US\$310), #39 **Cayman Islands** (US\$290.6), #42 **Aruba** (US\$261), #46 **Curacao** (US\$236), #49 **St. Maarten** (US\$232.3)

EUROPE ► US\$7,637.4 millions, or 8.9%, generated from 9 markets:

#6 **Switzerland** (US\$3,378), #22 **Netherlands** (US\$973.3), #24 **Germany** (US\$953), #25 **UK** (US\$880.8), #34 **Italy** (US\$452), #40 **France** (US\$273.7), #43 **Belgium** (US\$251.1), #44 **Spain** (US\$241.3), #48 **Russia** (US\$234.2)

FLORIDA ► merchandise import totaled US\$72,970.5 millions in 2013

ASIA ► US\$20,283.4 millions, or 27.8%, generated from 11 markets:

#1 **China** (US\$8,701.1), #2 **Japan** (US\$6,238.8), #17 **South Korea** (US\$1,293.3), #18 **Vietnam** (US\$1,139.1), #29 **India** (US\$677.5), #30 **Taiwan** (US\$645.2), #31 **Thailand** (US\$537.6), #33 **Indonesia** (US\$405.3), #39 **Malaysia** (US\$245.9), #42 **Philippines** (US\$209), #45 **Hong Kong** (US\$190.6)

LATIN AMERICA & CARIBBEAN ► US\$38,108.2 millions, or 52.2%, generated from 20 markets:

#3 **Costa Rica** (US\$5,943.8), #4 **Brazil** (US\$4,302.3), #5 **Colombia** (US\$3,927), #6 **Chile** (US\$3,771.1), #7 **Mexico** (US\$2,605), #8 **Peru** (US\$2,594.9), #9 **Honduras** (US\$2,573), #10 **Dominican Rep.** (US\$2,384.9), #12 **Venezuela** (US\$1,903.1), #19 **El Salvador** (US\$1,101.4), #20 **Guatemala** (US\$1,085.5), #21 **Nicaragua** (US\$986.6), #23 **Ecuador** (US\$902.4), #24 **Trinidad & Tobago** (US\$824.1), #25 **Argentina** (US\$805.3), #26 **Bolivia** (US\$802.4), #28 **Haiti** (US\$712.1), #35 **Guyana** (US\$358.2), #36 **Bahamas** (US\$302.4), #41 **Panama** (US\$222.7)

EUROPE ► US\$10,999.2 millions, or 15%, generated from 16 markets:

#11 **France** (US\$2,278.8), #13 **Germany** (US\$1,582.7), #14 **UK** (US\$1,580.5), #16 **Italy** (US\$1,342.8), #22 **Netherlands** (US\$928), #27 **Switzerland** (US\$758.2), #32 **Spain** (US\$434.8), #34 **Turkey** (US\$375), #37 **Russia** (US\$299.5), #38 **Finland** (US\$258.6), #40 **Belgium** (US\$232.4), #43 **Denmark** (US\$205.5), #44 **Norway** (US\$198.9), #46 **Austria** (US\$186.9), #47 **Ireland** (US\$173.7), #48 **Sweden** (US\$162.9)

3 MODES OF MARKET ENTRY



If your company is eyeing West, towards the USA, the world's largest economy, or considering expanding to markets in Latin America from the business gateway of Florida, selecting the best market entry option is a critical decision for your company's long term success.

Market entry modes include one or more of the following solutions:

E

EXPORT

- Representative Office
- Direct Export
- Agents & Distributors
- Licensing

JV

JOINT-VENTURE

- Equity Joint-Venture
- Non-Equity Joint-Venture
- Strategic Alliances

FDI

FDI
(Foreign Direct Investment)

- Manufacturing Plant
- Trading Company
- Mergers & Acquisitions

Ready4USA™ can advice and assist you in:

- ▶ identifying market opportunities and potential for your products and services,
- ▶ designing the most appropriate market entry strategy for your company's international business strategy according to the selected market(s) and preferred mode of entry
- ▶ applying the most effective Strategy, Business, Marketing & Corporate tools for developing new business and new markets

OUR BUSINESS TOOLS



Divided into 5 core competences, the **Biz Tools** of **Ready4USA™** are your guide to achieve scale and growth in the US market.

STRATEGY

Strategy consulting provides a structural understanding of the Florida and USA market (and of the ASEAN and Greater China markets in Asia), with a modern thinking approach, and a focus on market opportunities and potential.

- **Design Market Entry Strategy**
 - Market Entry in the USA: **Ready4USA™**
 - Market Entry in Asia: **Start2Asia™**
- **Market Research**
 - Product Analysis & Feasibility Study
 - Market Research & Market Analysis
 - Market Opportunities & Potential
- **Export of Products & Services**
 - Select local Distributors and Agents
 - Develop Commercial Alliances
- **Joint-Ventures**
 - Select local strategic partner for JV
 - Define Business Plan
 - Negotiate Memorandum of Agreement
 - Develop Strategic Alliances
- **FDI (Foreign Direct Investment)**
 - Identify Investment Opportunities
 - Business Plan for Manufacturing Plant
 - Business Plan for Trading Company
- **Business Strategy**
 - Business Model & Business Plan
- **Strategy Tracking**
 - Feedback, Tracking, ROMI & ROI

BUSINESS DEVELOPMENT

Business Development services develop the network of contacts with key players in selected market.

- **Business Development**
 - B2B Presentations & B2B Meetings
 - Networking with Key Buyers
 - Networking with Trade and Media
 - Workshops and Seminars
 - Business Delegations

MARKETING

Marketing services give a practical framework for developing a winning strategy and understanding how to adapt to local values and cultural differences.

- **Market Analysis**
 - Industry Sector Analysis
 - Market and Business Outlook
 - Country Report
- **Events & Public Relations**
 - Product Launch
 - Networking with Opinion Leaders, Key Business Players, Media and Trade
 - Trade Shows
- **MTWBESPOKE™**
 - Bespoke consulting for Luxury firms
- **Destination Marketing**
 - Marketing services for THL companies

CREATIVITY & COMMUNICATION

Creativity & Communication services design your brand image and develops communication tools to position your brand and products in selected markets.

- **Marketing Communication**
 - Brand Identity & Brand Development
 - Advertising
 - In-Store Promotion
 - Web Services & Web Marketing
 - Social Media Marketing

CORPORATE

Corporate services cover all the areas for registering, and managing, your company in:
▶ **Florida**, USA's business hub for developing markets within the USA, and preferred gateway to markets in Central and South America, and in the Caribbean region.

- **Florida Company Registration**
- **Company Management**
 - Managing your Representative Office
 - Managing your Trading Company



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