

*What caused the failure of Pho 24H?*

*What made McDonald's successful when competing with other fast foods after establishing really late?*

*How can a young company to be ensure not losing when investing abroad?*

For 5 year company, they become new major business and it is the time for them to develop wider. However, they still lack of experiences in foreign investment.

*Vietnam compass will not answer all of those questions,*

**we are the right directions.**



## Characteristic

- Worldwide entrepreneurs who want to invest in Vietnam
- Companies are established from 5 to 20 years.
- Entrepreneurs want to avoid cultural problems.
- Discount taxes.
- Reducing the risk of massive losses.

## Behaviour

Young age company keeps a highly enthusiasm, they tend to take risk, because they want to develop their company as soon as possible

- They have limitation in investing funds. They work under high pressure because bankrupt danger can come to them anywhere.
- They get many competitors in their mother country, and prevent them to achieve success quickly.

They need reputation. Brand love is more important than pushing sales.



The new major businesses have many problems when their next goal is reach the peak and remain stable. Foreign investment is a smart way and also risky.

The question is given to answer:



*How can Vietnam Compass make them believe that they can invest into Vietnam safely?*



**Vietnam compass is established to limit their problems.**



### For brand

- Available and potential human resources.
- Favorable investment location with high demand on their products.

### For brand

- Diversifying domestic goods
- Increasing their income
- Exporting their reputation to the world