

MARKET ENTRY ASSESSMENT

Developing new products in today's competitive market is a challenging task. New concepts should be thoroughly tested to minimize risks. MVA provides full-scale market entry assessment services and integrated solutions for our clients to minimize risk and maximize the chances of success for new products, prior, during and after launches, and helps fine-tuning the marketing mix.

- Existing products into existing markets
- Existing products into new markets
- New products into existing markets
- New products into new markets



Scope of services



- ✂ Product / concept screening & evaluation
- ✂ Market landscape
- ✂ Econometric Analysis
- ✂ Market intelligence & trends tracking
- ✂ Competitive positioning
- ✂ Consumers' perception test
- ✂ Consumers' needs & expectation
- ✂ Strategic Analysis
- ✂ Market segmentation
- ✂ Market feasibility studies
- ✂ Market potential assessment
- ✂ Brand building strategy
- ✂ Brand development roadmap
- ✂ Pricing study
- ✂ Market potential projection



MVA HONG KONG LTD.

Business, market
& social research



MVA offers leading market research expertise and in-depth insights to our clients on the formulation of effective business decisions when developing a new product or exploring a new market. MVA's customized research solutions cover both qualitative and quantitative market information.

Marketing intelligence track

Gather up-to-date information & monitor trends in the changing market

Cases studies

Investigate / analyze success & failure factors of reference brands & products

Focus group / Survey

Conduct consumers' concept testing and study their perception & expectation

SWOT mapping

Identify strength, weakness, opportunities & threat

Brand VA™

Identify & define brand & strategic positioning

Pioneer retail study

Conduct strategic catchment & site location evaluation

For further information on MVA's Research and Consulting practices, please contact us at bmsr@mvaasia.com



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