

AUSLANDSBÜRO MALAYSIA

LEISTUNGEN

Research & Strategy

- Audits (z. B. von bestehenden Auslandsaktivitäten)
- Internationale Potenzialanalysen
- Marktanalysen
- Markteintrittsstrategie
- Businessplanung
- Interkulturelle Workshops
- Dienstleistersuche und Selektion

Business Services

- Investorensuche
- Firmengründung
- Virtual Offices / Frontdesk Service
- Backoffice- / Expat-Support, z. B. Visa
- Recruiting / Head Hunting
- Dienstleister-Steuerung
- Sourcing-Partner Suche
- Immobiliensuche (gewerblich)

Marketing

- B2B / B2C Marketingstrategie
- Marketingplanung (Online/Offline)
- Marketing-Steuerung & -Controlling

- Agenturauswahl / Pitches
- Messeplanung und Umsetzung
- Konferenzplanung und Durchführung
- Öffentlichkeitsarbeit / PR

Aufbau einer Vertriebsorganisation

- Erarbeitung Vertriebsstrategie
- Aufbau Vertriebsnetzwerk
- Distributoren & Großhändlersuche
- Vertragsverhandlungen
- Key Account Management
- Vertriebscontrolling

Akquise / Vertrieb

- Erstellung Strategie und Roadmap
- eCommerce-Strategie
- eCommerce Planung & Steuerung
- Projektmanagement
- Direktvertrieb mit Sales-Pipeline
- Kundenverhandlung bis Abschluss
- Key Account Management
- Vertriebscontrolling



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Malaysia

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INFO ÜBER DAS LAND

Hauptstadt: Kuala Lumpur

Geschäftssprachen: Malaysisch, Englisch, Chinesisch

Bevölkerung: 32,4 Millionen

Fläche: 329.847 km²

Währung: Ringgit

BIP: 336.7 Milliarden USD (2020)

BIP-Wachstum: -5,6% (2020)

Corruption Perception Index: Platz 57 von 180 (2020)

Ease of Doing Business: Platz 12 von 190 (2020)

WTO-Mitgliedschaft: Ja

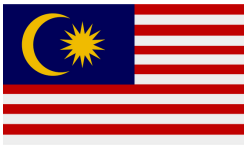
Doppelbesteuerungsabkommen: Ja

Investitionsschutzabkommen: Ja

Freihandelsabkommen:

- ASEAN Economic Community
- Global System of Trade Preferences among Developing Countries (GSTP)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), unterzeichnet aber noch nicht ratifiziert





FOREIGN OFFICE MALAYSIA

SERVICES

Research & Strategy

- Audits (e.g. of existing operations)
- Potential analysis
- Market analysis
- Market entry strategy
- Business planning
- Cross-cultural workshops
- Monitoring of service providers and selection

Business Services

- Investor search
- Company foundation
- Virtual offices
- Backoffice / expat support, e.g., Visa
- Recruiting / head hunting
- Service provider control
- Sourcing partner search
- Commercial property search

Marketing

- Marketing strategy B2B / B2C
- Marketing service (online / offline)
- Agency pitches & selection

- Entrance basics / Marketing starter package
- Exhibition service and on-site execution
- Conference service and execution
- Public relations / content

Sales Organization Setup

- Development of sales strategies
- Development of sales network (direct, indirect)
- Distributors & wholesalers search
- Addressing / negotiate with intermediaries
- Key account management
- Sales controlling

Acquisition & Sales

- Development strategy and roadmap
- eCommerce strategy
- eCommerce planning, monitoring & controlling
- Project management
- Direct sales with sales pipeline
- Contract negotiation to signature
- Key Account Management
- Sales controlling



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ABOUT THE COUNTRY

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Languages: Malay, English, Chinese

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Currency: Ringgit

GDP: 336.7 Billion USD (2020)

GDP-Growth: -5,6% (2020)

Corruption Perception Index: Ranking 57/180 (2020)

Ease of Doing Business: Ranking 12/190 (2020)

WTO-Member: Yes

Double Tax Treaty: Yes

Investment Protection Agreement: Yes

Free Trade Agreements:

- ASEAN Economic Community
- Global System of Trade Preferences among Developing Countries (GSTP)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), signed but not ratified yet

