



O & L Consultancy Services Pte Ltd

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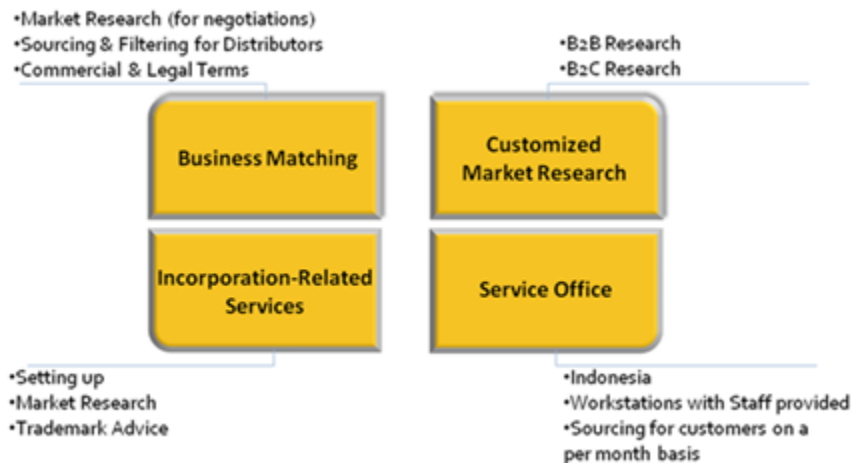


O&L CONSULTANCY SERVICES

Your Business Expansion Partner

ABOUT O&L

Standing for Originality and Leverage; O&L started in Munich in 2003 to help companies to expand out of Germany to Asia and within Asia-Pacific. This is mainly in the services below:



We work closely with government associations such as IE Singapore, SBF, Swiss Embassy and German Chambers in Germany. With more than 250 clients, our client consist both SMEs and some of our clients include Del Monte, Tong Garden, Prada, Pho Hoa, MultiTouch, Citibank, Pearlie White, Hush Puppies Apparels, Levis, and many more.

O&L Consultancy Services Pte Ltd is frequently invited to be the speaker in numerous talks pertaining to market entry/expansion/distribution to China, Indonesia or Australia.

To know more about OUR COMPANY, please visit our website at www.oandlconsultancy.com You may also like to post your enquiries on our facebook page at <https://www.facebook.com/oandlconsultancyservices>



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Clients' Comments

“Overall, we are pleased with O&L Consultancy, we engaged them for a project governance job, particularly to assist our firm on the operational aspects of a mega fashion show, and O&L has to date been most professional in their service deliverables, from disciplined inquisition into the details of project budget to diplomatic offer of insights gained from past experience on industry practices as a potential comparison. Their role brings synergy to all stakeholders involved.”

- Ms Quah Su-Yin, Chief Executive Officer, Infiniti Asset Management Pte Ltd

“We have employed O&L’s services in terms of market feasibility studies and sourcing for distributors for several markets including the Indonesian and Vietnamese markets. The information provided proved invaluable to us in determining the correct marketing mix and in negotiations with potential distributors for success in these markets.”

- Mr Andy Ong, Marketing Director, Corlison Pte Ltd (Pearlie White)

“O&L’s services have added tremendous value since 2006 to present and provided us customer service insights that in turn help us commit wholeheartedly towards serving our customers.”

- Mr Tan Vui Ming, Director, CITIBANK Singapore Limited



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Case Studies

Case Study 1:



PT GALENIUM PHARMASIA LABORATORIES PTE LTD

Summary:

PT Galenium Laboratories is a renowned quality-oriented pharmaceutical manufacturer in Indonesia. Over the years, we have assisted them in several projects which include conducting B2C market research and understanding consumers' perception for target marketing and product positioning. A B2B market research had also been carried out to assess the possibilities of business partnerships.

Description:

From the projects undertaken, we identify and understand consumer buying behavior, perception on product and pricing through B2C market research. We have also conducted a B2B market research to assess the possibilities of business partnership. Recently (2013), a product trial was carried out to understand consumers' perception of the product and its benefits. Participants were given a stipulated time frame to try out the product and 1-1 interviews and a short video filming of participants' response were conducted. The results were analyzed to evaluate the effectiveness of the product in various aspects.

"We can rely on O&L to do our projects in major South East Asian countries, thanks to their good network of researchers across the region. Our projects with O&L have helped us understand the dynamics of various markets in the region".

- Mr Sufri. Burhan, Business Development Manager, Galenium Pharmasia Laboratories



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Case Study 2:



Multi Touch Asia (Finland)

Summary:

This is a retainer project for half a year whereby we represented the client to look for customers on a monthly basis in Indonesia. This includes customers who would buy their touch screen products.

Description:

In this case as the client's staffs are based in Finland, they sent a marketing director to be based in Singapore. However, they would like to source for customers from Indonesia. Thus, our Indonesian based staff acted as their marketing personnel to filter and introduce customers to them on a monthly basis. O & L carried out filtering of leads as well to provide highly potential leads before the client meets the customers for the first time. Pricing and situation in Indonesia for this industry was also reported to the client. There was fortnightly reporting and every 3 months, the client would speak to the Indonesian based customers.

"Thank you very much O&L for your hard work and co-operation. It has been a great pleasure working with you all."

- Mr. Ollipekka Korhonen, Marketing Director, MultiTouch Asia (Finland)



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Case Study 3:



DEL MONTE

Summary:

Del Monte produces sauces, distributes its products worldwide. We assisted them in doing customized B2B and B2C market research in China, including distribution channel analysis in China. We also assisted them in evaluating whether to change distributors and to provide alternative distributors in China.

Description:

We helped them to find and screen for distributors for processed foods in regions like Beijing, Shanghai and Shenzhen in China. On the ground B2B Market research was carried out to evaluate the cities to concentrate on the change of distributors and to understand the retail value chain. This is through field studies and 1-1 interviews. B2C market research in terms of focus groups and surveys were carried out in 3 cities to assess consumer behaviour and to evaluate on the positioning and targeting of the product.

“O&L has provided us with very useful information for our market research in China”

- Mr Kawamura, General Manager, Del Monte Asia Pte Ltd



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Recent Publication/Media Exposure

- Switzerland Global Enterprise – Expert Directory (2013)
- Distribution Channels for Cosmetic/Fashion/Food and Setting Up in China, Indonesia (2013)
- OSEC Swiss Business Hub Pool of Experts – Expert in Southeast Asia (2012)
- Tong Garden Success Case in China
 - Our company was mentioned in this video(2012)
- Pearlie White’s Success in their overseas Ventures
 - our company was mentioned in this video (2012)
- Q&A for Indonesia, Singapore and Malaysia (2012)
- Eton house Success case in China: Our company was mentioned in this feature (2011)
- Distribution Channel Analysis for Convenience Food in China 2011 (8 Jul 2011)
 - The Straits Times (SME Highlights) Featuring O&L consultancy (January 2010)
 - Lianhe Zaobao (联合早报) Featuring O&L Consultancy (December 2009)



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Talks/Workshops – 2013/2012/2011

- IE Talk – “Overseas Expansion for SMEs’, Expansion to India & Indonesia” by Human Touch and O&L Consultancy 2013
- International SME Exhibition 2013
- Italian Chamber of Commerce & HJM Asia - Outsourcing in China 2013
- SMU – Welcome to “Doing Business In Indonesia”, 2013
- SPRING SPORE – Invited as organizer for APEC SME’s Local to Global Indonesia International SME Exhibition 2013
- SingCham(China), IE (China) – Problems regarding sourcing for Distributors in China’s 2nd tier cities
- Allriott Group (UK) - Asia Pacific conference in Bali, 2012
- HJM Asia & American Chamber of Commerce (China) – China Market, 2012
- SMU - Doing Business with awakening Giant, Indonesia, 2012
- SMU - Entering China Market, 2012
- Networking Lunch with BKPM (Investment Board of Indonesia) - Doing business in Indonesia, 2012
- IE Singapore’s Market Research Workshop, China
- IE Workshop - How do SMEs find opportunities in the ever competitive China market?
- Doing Business in China
- ASME China Workshop - 2nd & 3rd tier cities in China
- IE Singapore – Aprindo Event
- IE Singapore, BKPM – Entering Indonesian Market – Distribution Problems & Solution
- SBF - Case Study: Entering Indonesian Market
- SBF - Doing Business with Awakening Giant, Indonesia
- Austrade - Market Entry into Australia



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- SMA - Seminar on Asean - Australia-New Zealand Free Trade Agreement (AANZFTA)
- SMU - Consultancy Career Talk
- ASME Co-organized Networking Event
- Singaporean-German Chamber – Problems & Solutions in Distributing in German
SCCI: 1-1 business clinic + 1 workshop (invited by SMA)
- SBF - Seminar on China-Singapore FTA & ASEAN-China FTA ‘Seizing Opportunities in the Growing China & ASEAN Markets’
- SFIC – Seminar on China: Market Entry, Distribution & Franchising
- SBF – Indonesia Business Know How Seminar



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Credentials

O&L's Selected Credentials (Garment Industry – Retail)

1. Asiasons: Project management for fashion event in 5 countries starting with Singapore
2. Utopia: Singapore-Australia (Perth) and China (Shanghai), Market Research + Sourcing of Franchise system
3. Southaven: Singapore and Malaysia, Sourcing for Franchisee
4. Newbie: Singapore-Indonesia, China, Australia, Sourcing for distributors
5. Prada: Singapore, Mystery Shopping
6. SEA - Redina Pte Ltd: Hush Puppies Apparel, Levis Underwear, Dockers Underwear, Jockey Underwear, Distribution platform and website for Singapore, Malaysia and Indonesia + mystery shopping in Malaysia
7. Ensign Ties: Australia and China, Sourcing for distributors in Australia and manufacturer in China
8. Coast: Clothing in China and Indonesia, Distribution alert system and sourcing for distributors
9. Gabriella Fashion Accessories: Australia, Sourcing for distributors in Australia
10. September Wolves: China, Sub-contract for Market research in China
11. Joe One: China to Germany, Distribution Alert system
12. Euromonitor, IESINGAPORE, AC Neilson, Austrade, Matrade, German Chambers of Commerce (IHK-Singapore), MOFCOM (China): Market research / reports and Information papers



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13. SEA – EUT Pte Ltd: Blush, Jimmy Dexter, BUM equipment, Arrow (Market Research, Fashion reports and Mystery shopping)
14. Vince marketing: Singapore, Setting up in Singapore
15. Thomas Pink: Indonesia, Setting-up + B2B Research in Indonesia (project was terminated half-way due to M&A activity by the holding company in SEA region)
16. NavExpress: Australia, Sourcing for retail stockists (for garments) in New South Wales
17. Walking Culture: Indonesia, Expansion to Indonesia
18. Lenggor Manufacturing Sdn Bhd: Malaysia, Sourcing for new brands entering Malaysia (on behalf of client)
19. Osmose: China, Market research and introduction of distributors
20. Sheerblu (Oops underwear): Indonesia & Malaysia, Distribution into Indonesia & Malaysia (Metro, Guardian etc.)
21. LaSalle Workshops: Expansion to overseas countries like Indonesia, Malaysia, China
22. Talks & Seminars held for the following companies:
 - Bysi, Chaos, Sense , Frontier, AMCO jeans, Fila, Singapore Shawl, Saint Rolane



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23. Talks & Seminars, Workshops targeted at garment industry in association with:
 - IE Singapore, SBF, SCCCI, German chambers of Commerce, Aprindo (Indonesia) & SMA
24. Country road: Australia, Market Research
25. FJ: China, Market Research
26. Zodiac: India to Indonesia, Sourcing for distributor

Food (Retail/package food) & FMCG industry

1. Pristine Cereal: Sourcing for distributors in Indonesia
2. Socos AG (Subcontract from Swiss Embassy), B2B Market research on cosmetics
3. PT Galenium (High-end beauty products): Indonesia to Philippines, Thailand, Singapore , B2B & B2C Market Research
4. Laponie: Market Research and setting up in China for high end cosmetic products
5. UniFood (Unisoy) Singapore: Market Research + Distribution to China
6. Kis Horvath Istvan: Sourcing and introduction of distributors for pretzel
7. Corlison (Pearlie White): Oral care brand from Singapore to Indonesia, Vietnam, Malaysia
8. Del Monte: Manufacturer of processed food (B2B, B2C Market Research sourcing for distributor in China)
9. Breeks!: Sourcing for franchisee in Singapore and Malaysia



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10. Seoul Garden restaurant (Singapore): Sourcing for franchisee
11. Hall mark (Chinese name – An li jiu): Disinfectant brand from China to Indonesia
12. Nestle – Indonesian MR and tagline for Maxmil (subcontract from Whizword)
13. Travel Pac (Singapore): Preparation of business plans to Indonesia
14. Pho Hoe Vietnamese chain: Market Research from USA to Indonesia
15. Nutshell: Distribution to Singapore
16. Auron (Goyji Pte Ltd): Germany to Singapore
17. Jorubi USA: USA to Indonesia, Malaysia, Singapore
18. Singapore Manufacturing Association: Market Research reports + seminars to members in the industry
19. Nandos: Expansion in Australia, Melbourne, Sourcing for other food brands to Australia
20. Midom Pte Ltd: Takahi brand of slow-pots. Singapore to Australia, Malaysia. Export Coach)
21. Matrade: Market Research reports
22. IE Singapore: Food and FMCG reports for its members
23. Fantasy Gallery: Condom distribution to Singapore
24. Tong Garden: Sourcing for distributors in China, Indonesia
25. Tasty Food: Mr Café , Celebex – Singapore to Indonesia
26. Rinda Sdn Bhd: Sweetes feasibility studies for Malaysia to Germany
27. MCH Sauces Sdn Bhd: Feasibility studies for Malaysia to China (Guangzhou)



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Building Industry & Others

1. APR: Subcontract of Market research for interviews on Mitsubishi automobile parts, gas barrier co. , sun roofs, Aquafeed
2. Mandarinakids: Evaluation and sourcing for distributors for educational materials
3. SPRING Singapore: Business matchmaking in Indonesia for education and clean/green technology industries
4. ZF SEA (German automobile firm): Singapore, Indonesia, Thailand, Malaysia Market Research
5. Multi Touch (Finland): Sourcing for distributors in Indonesia
6. Blaz Water ionizer (Korea): Sourcing for distributors in Indonesia and China
7. Barter Exchange (Malaysia): Market Research + Sourcing for partners in Indonesia
8. Lucidity: Subcontract of Market research for Frasers Centre point malls
9. Permasteelisa (Engineering Contractor): Setting up in Indonesia
10. Teho Wire ropes (Singapore): Research, Networking + Setting up in China
11. Sin Lian Seng nuts & bolts (Singapore): Sourcing for distributors in Indonesia
12. J&P building systems (Germany): To Australia and Indonesia – export coach
13. Dixon Pipes & Valve Pte Ltd: Research, translation + Setting up from Australia to China
14. Swissco: Russia/Singapore to Indonesia, Sourcing for distributor
15. Landolt: Swiss building material co. to Singapore, subcontract from Swiss Embassy
16. Citibank Singapore: Market Research or Mystery shopping
17. Etonhouse: Feasibility studies for expansion within China (Changzhou)



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18. Clifford Thames: Market Research for Ford, GM, Honda, Nissan etc (subcontract for Indonesia, Thailand, Malaysian automobile)
19. CKS (Singapore): Sourcing for distributor for 707,Champs water heater in China
20. Expat magazine: Magazine for UK expatriates, Singapore to Middle East
21. Long Heng Sdn Bhd (Malaysia): Sourcing for customers for Forks & Spoon Company in Singapore
22. MOFCOM/ Public Works department of Anhui province business mission (together with ACCI): Organizing trade missions/networking sessions with business groups and government agencies in Malaysia, Australia and Germany
23. Simply Speaking: Sourcing for customers in South East Asia
24. Walton Land Banking: Sourcing for corporate clients in Singapore and Indonesia
25. Linda Seck Fengshui: Sourcing for clients in Singapore
26. Atlantis: Feasibility studies for UK Theme Park to Singapore
27. Amore Spa (Singapore): Expansion to Malaysia and China
28. Picket & Rail (Singapore): Sourcing for suppliers
29. Tokyo Acorn (Japanese consultancy firm): Subcontract for Automobile Market Research for Japanese and European brands (e.g. Honda,Suzuki) in Indonesia, Malaysia, Thailand
30. AC Neilson: Fashion/food reports - Australia, South East Asia
31. Euromonitor: Food reports for South East Asia from
32. Hoestar Inspection: Consultancy Service for Setting Up of office in Indonesia