

## UNIT 2: INTERNATIONAL MARKET

### CASE STUDY:

#### VIETMY JOINT STOCK COMPANY

##### I. Introduction

###### 1. Company background

- VietMy Joint Stock company was founded in 2009 to produce bio-organic fertilizer
- VietMy JSC has 10000m<sup>2</sup> of factory area with a capacity of 15000tons per year.
- Employing 20 people. (1 CEO, 1 COB, 2 accountants, 2 managers, 14 workers)
- The main fertilizer supplier for tea production areas in Thai Nguyen.
- Revenue(per year) = 40B, Cost= 28B, Provision= 7B ,Profit= 5B

###### 2. Future development

- Small business in Laos
- Planning for investing into Cambodia
- Brand stretching to agriculture equipments supplier
- Objective: Become the largest supplier in South East Asia

##### II. Problems

###### 1. Higher Transportation Costs

The biggest barrier to investing in international markets is the added transaction cost. (Laos, Cambodia)

Brokerage commissions in international markets are almost always higher than U.S. rates. Liquidity Risks

Another risk inherent in foreign markets, especially in emerging markets, is liquidity risk. This is the risk of not being able to sell an investment quickly at any time without risking substantial losses due to a political or economic crisis.

###### 2. Local competitors

China, Taiwan are one of the world largest fertilizer manufacturers in the world. Moreover, local law and authorities also a huge barrier

##### III. Solutions

- Connect with dealers, retailers, distributors, and offer exciting deals to them

# International Marketing Unit 2 Answers

**CH Cherryholmes**



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