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Creating value through Strategy

PwC Vietnam
Strategy Services

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Our services

The PwC Strategy practice works with local and multinational companies on strategic issues related to growth in both deal and non-deal situations. We work on both corporate and business unit levels on setting the strategic direction and making sure strategy execution takes place. We take pride in our hands on and collaborative approach.

We address the strategic questions on CEO's and investors' minds with industry-focused solutions

Corporate Strategy

- Which strategic direction best exploits the market opportunities and company capabilities?
- What does a winning business model look like and how to create sustainable competitive advantages?

Business Unit Strategy

- How does a winning value proposition look like?
- What operating model can deliver a sustainable platform for growth?

Market Entry Strategy

- What market entry options are the most suitable for winning in the Vietnamese market?
- How attractive are the different growth opportunities and what are the requirements?

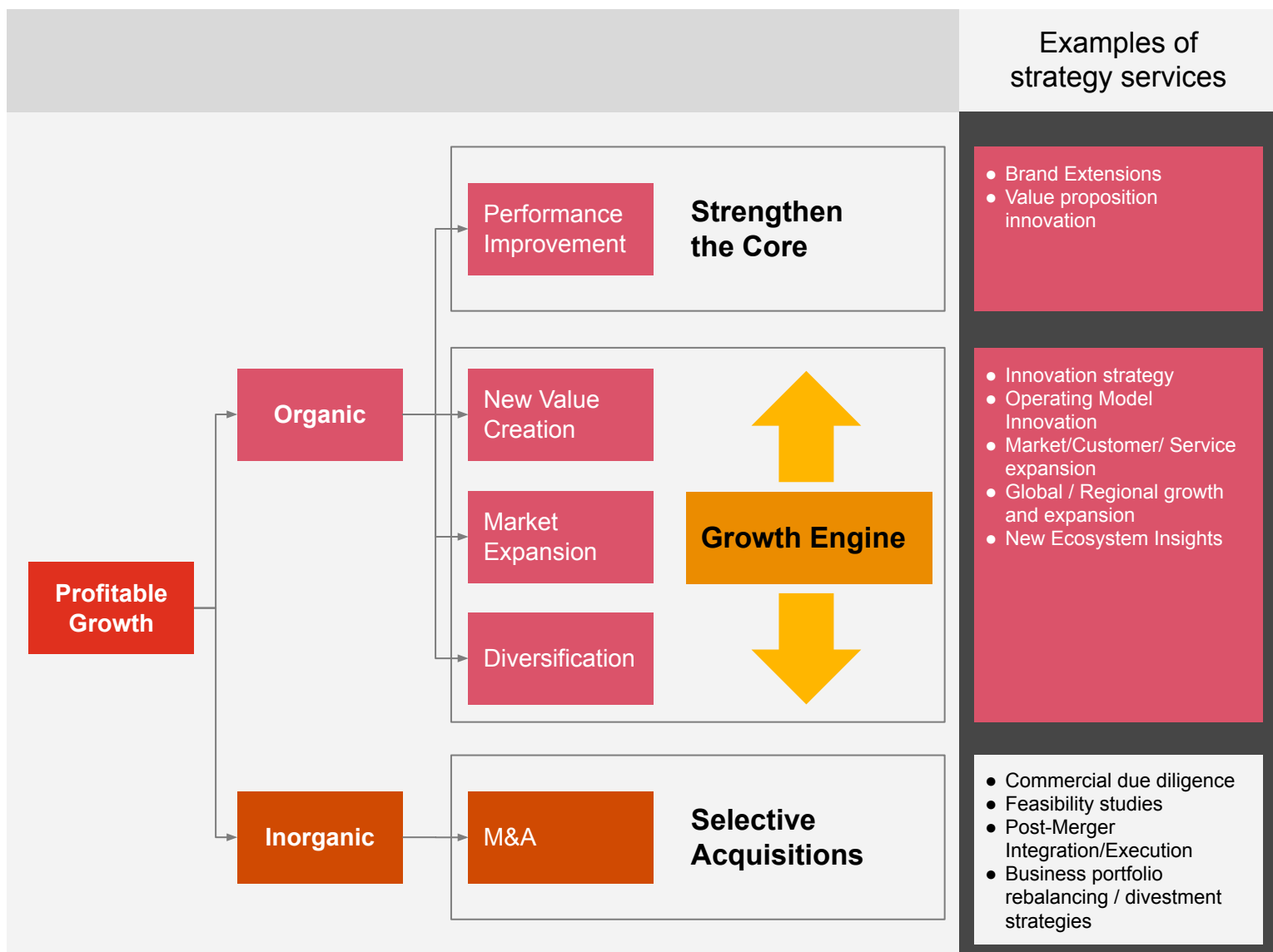
Merger & Acquisition Strategy

- Who are the potential partner/takeover targets and how attractive are they?
- What are the key risks, opportunities and financial consequences?




Growth can be delivered through a range of approaches and capabilities

Successful companies are constantly evaluating growth opportunities across a broad spectrum, guided by a structured approach and foresight.



In PwC Vietnam we have significant experience with systematically pursuing growth strategies together with our clients across various industries. We believe in strategy through execution and work closely with our clients to create profitable growth.



How have we helped clients in the past?

Our Strategy practice here in Vietnam has a long tradition of working with clients across many industries and sectors. We provide Strategy services across all industries, most of our work to date has been in financial services, consumer goods, infrastructure and retail. Below are some examples of projects delivered by our Strategy team.



Commercial Due Diligence on a Vietnam mobile handset retailer for a Japanese conglomerate

Client's strategic challenges:

- Is the Vietnamese mobile handset retailing attractive and growing?
- How does the Target perform in terms of getting ahead of the competition and fulfilment of customer needs?

PwC approach:

- Analysed market drivers, the market size and the distribution structure of the mobile phone retail market including an online customer survey with 2,000 respondents.
- Assessed the target's competitive position through store visits and interviews with market participants.

PwC deliverables:

- Identified and elaborated potential upsides of revenue projections.
- Determined vulnerabilities of their store roll-out plan in small towns rural districts.
- Provided valuation inputs based on the 3-year forecast on both cost and revenue drivers.



Business unit strategy assessment for a leading Vietnamese non-life insurance company.

Client's strategic challenges:


- How attractive is Vietnam's non-life insurance market?
- What will a winning value proposition look like?

PwC approach:

- Analysed the market drivers and reviewed key segments in terms of estimated market size and projected growth rate in the next 5 years.
- Conducted a detailed strategic benchmarking with competitors in terms of industry's key performance indicators as well as key financial indicators.

PwC deliverables:

- Provided an overview of the Vietnamese non-life insurance industry and the attractiveness of its key segments.
- Developed a winning value proposition.



How have we helped clients in the past?



Corporate strategy development for a leading commercial bank in Vietnam.

Client's strategic challenges:


- How can we become one of the top five joint stock banks in Vietnam in the next 5 years?
- How should we develop and communicate our new vision to foster the broadest possible alignment?

PwC approach:

- Conducted a market assessment of Vietnam banking industry and a performance benchmarking with competitors.
- Conducted a strategic visioning and initiative workshop with the management to guide and support the strategy decision making process.

PwC deliverables:

- Established a five year corporate strategy with a detailed implementation roadmap.
- Recommended 20 key strategic initiatives needed to support the accomplishment of the corporate strategy. Developed a high-level communication plan for the next five years.



Market assessment for a new world-class hospital in Hanoi for a Vietnamese real estate developer.

Client's strategic challenges:

- What is the demand for hospital services in Hanoi and the neighbouring provinces in general and high-end services in particular?
- What are the key services the new hospital should offer?
- What should be the proper hospital size in order to capture the current and future demand?

PwC approach:

- Conducted an assessment of consumer demand and supply for healthcare services including patient and doctor surveys and in-depth interviews
- Conducted an assessment of key competitors and price strategy benchmarking of key procedures across hospitals in Hanoi, Ho Chi Minh City and other countries in the region.

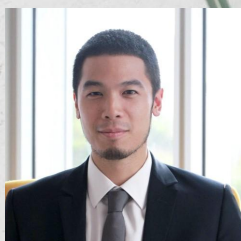
PwC deliverables:

- Identified key demand drivers and estimated addressable market size for the new hospital needed to ate Developed initial concept, size and functional design for the new hospital.
- Provided valuation inputs based on the 3-year forecast on both cost and revenue drivers



To have a conversation with our team, please get in touch

Our team of Vietnamese and foreign professionals can help with the full range of strategy issues your company may be facing. As part of the PwC global network, we offer these services alongside our legal, tax, financial and consulting services.



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