

Vietnam Market Entry Scorecard – Quick Assessment



Pic by Tuan Vy: <https://www.pexels.com/de-de/foto/stadt-wahrzeichen-verbindung-fluss-19915479/>

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Benchmark Your Readiness, Identify Gaps & Mitigate Risks with VIET Transformation Advisors's Proprietary Frameworks)

Navigating Vietnam's vibrant, yet complex, business landscape requires more than just ambition – it demands strategic preparedness. Our **Vietnam Market Entry Readiness Scorecard** is designed specifically for companies like yours, offering a rapid, high-level assessment across critical dimensions. In just minutes, you'll gain initial clarity on your strengths and identify potential areas to optimize your entry strategy.



How It Works: Get Your Fast Insights

Get started in 3 simple steps:

1. **Quick Self-Assessment:** Answer 10 targeted questions (on a 1–5 scale) covering the most critical aspects of Legal, Operational, Cultural, and Strategic readiness.
2. **Instant Score & Initial Insights:** Calculate your immediate readiness score and a brief interpretation of what it means for your Vietnam market entry.
3. **Unlock Personalized Guidance:** Based on your score, we'll offer the opportunity for a **complimentary 30-minute consultation** with a **VIET Transformation Advisors** expert to discuss your results in detail and explore tailored next steps. This is where the real value begins!



Scorecard Criteria: Your 10 Key Questions

◆ Please rate your preparedness for each statement on a scale of 1 to 5, where 1 is "Not prepared at all" and 5 is "Fully prepared."

I. Legal & Regulatory Readiness (Max 10 points)

1. Have you identified and understood the specific licenses and permits required for your business sector to operate legally in Vietnam?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
2. Are you prepared for potential data localization requirements or specific cybersecurity compliance if handling Vietnamese customer data?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

II. Operational Preparedness (Max 10 points)

3. Do you have a clear strategy for hiring, training, and retaining local Vietnamese talent, including understanding local labor laws and compensation norms?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
4. Have you assessed the reliability of local infrastructure (logistics, power, internet) in your target locations for your planned operations?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

III. Cultural & Stakeholder Alignment (Max 10 points)

5. Has your leadership team received training or briefings on Vietnamese business etiquette, including hierarchy norms, indirect communication styles, and the concept of "face-saving"?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
6. Do you have a preliminary plan for building and nurturing relationships with key local stakeholders, including government officials, if relevant to your business?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

IV. Strategic Long-Term Viability (Max 10 points)

7. Have you validated specific customer demand for your product or service within the Vietnamese market through initial research, pilot testing, or market validation?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
8. Do you have a basic understanding of your competitive landscape in Vietnam, including key local and foreign players and their market strategies?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
9. Have you considered potential currency risks (VND volatility) and explored preliminary strategies to mitigate financial exposure?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
10. Have you allocated a contingency fund or buffer budget (e.g., an additional 10-20%) for unexpected delays or unforeseen costs during your market entry?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5



Your Score & Initial Recommendations

Total Score: _____ / 50 Points

- **40-50 Points: High Readiness.** Your foundational preparedness for Vietnam is strong! You're well-positioned for accelerated entry. We recommend a complimentary consultation to discuss refining your strategy and optimizing for specific growth opportunities.
- **25-39 Points: Moderate Readiness.** You've made good progress, but there are key areas to address. Prioritize a complimentary consultation to identify and mitigate potential legal, operational, or cultural risks before launch.
- **Below 25 Points: Initial Stage Readiness.** Your assessment indicates significant areas for development. A complimentary consultation is highly recommended to build a robust entry strategy and avoid common pitfalls, ensuring a more secure foundation.



Why VIET Transformation Advisors's Scorecard Wins

- **Actionable Insights:** We translate complex market data into clear, executable strategies, right from your initial assessment.
- **Local Fluency:** Benefit from our deep understanding of Vietnamese cultural nuances and regulatory landscapes, ensuring your strategy resonates locally.
- **Proven Track Record:** Leverage our extensive experience in guiding foreign enterprises to successful market entry and sustainable growth in Vietnam.
- **Partnership Approach:** This scorecard is the first step in a collaborative journey. We don't just identify problems; we partner with you to find sustainable solutions.

Vietnam rewards the prepared—don't leave your entry to chance.



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