

Report Title

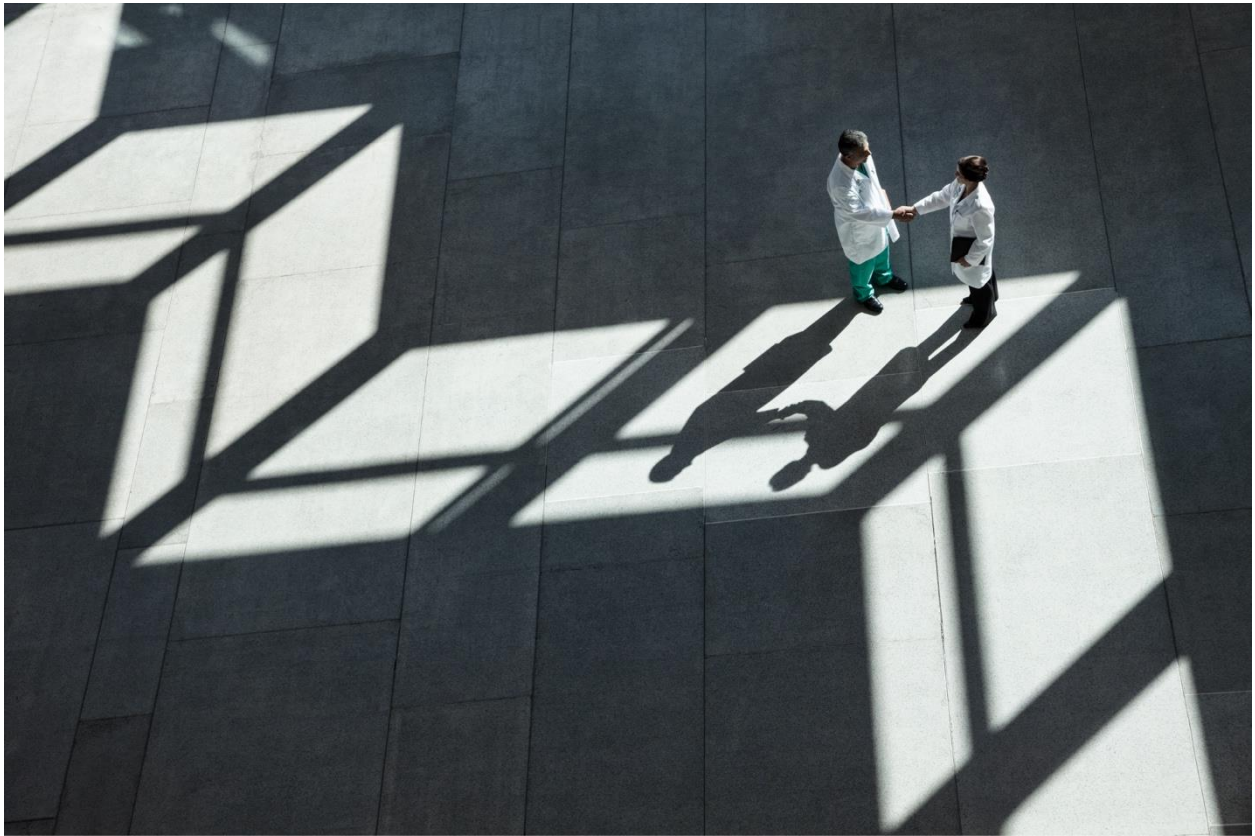
Date

Author

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Scope of Research

Text

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Part 1: Client Summary



Company Logo

Clients Name

Mission Statement	
Industry	
Headquarter	
Parent Company	(if applicable)
Countries Operating	
Market Share (Vietnam)	
Number of employees (worldwide / Vietnam)	
Websites	
Physical footprint (stores)	
Strength	
Weakness	



Financial Data

	2018	2019	2020
Revenue			
Costs			
Profit / Loss			

Summary

Text with details about history and current position

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Part 2: Market Summary

Market	
Value of market in Vietnam	
Main products / services	
Latest Trends	
Barriers to enter market	
Opportunities	
Threats	

Market Growth (year – to – year)

	2018	2019	2020	2020 (fc)
Revenue				

PESTEL Analysis

Political	
Economical	
Social	
Technology	
Environmental	
Legal	

Summary

Text with overview of the market in Vietnam and saturation (Vietnam)

Part 3: Target Customer Base

Age Range	
Gender	
Income Range	
Profession	Technology, products etc.
Location	Specific cities, urban, rural etc.
Shopping preference	
Other	

Summary

Text with overview of the customer base; development of target customer base

Part 4: Five-Forces Analysis

1 – Threat of new entrants

This should include:

- Barriers to enter (Supply side economies of scale; demand-side benefits of scale; customer switching costs; capital requirements; incumbency advantages; access to distribution channels; restrictive government policy)
- Expected reaction of incumbents

2 – Bargaining Power of Suppliers

This should include an assessment of

- Availability of suppliers
- Ability to substitute product
- Cost to switch suppliers

3 – Bargaining Power of Customers

This should include an assessment of

- Dependency on specific customer groups
- Negotiation Power of customers
- Price Sensitivity of customers

4 – Threat of substitutes

This should include:

- Is there a trade off for the industry product (price / performance)
- Cost for customers to switch products

5 – Rivalry among existing competitors

This should include an assessment of

- Size / growth of market
- Number of competitors
- Costs to exit market
- Importance of price competition

Part 5: Competitor Summary

Overview

Market Share Overview

Pie Chart

List of main competitors

Competitor 1	
Competitor 2	
Competitor 3	

Competitor 1

Mission Statement	
Headquarter	
Parent Company	(if applicable)
Countries Operating	
Market Share (Vietnam)	
Number of employees (worldwide / Vietnam)	
Number of employees	
Websites	

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Physical footprint (stores)	
Strength	
Weakness	

Financial Data

	2018	2019	2020
Revenue			
Costs			
Profit / Loss			

Summary

Text with details about history and current position

Competitor 2

Mission Statement	
Headquarter	
Parent Company	(if applicable)
Countries Operating	
Market Share (Vietnam)	
Number of employees	

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(worldwide / Vietnam)	
Number of employees	
Websites	
Physical footprint (stores)	
Strength	
Weakness	

Financial Data

	2018	2019	2020
Revenue			
Costs			
Profit / Loss			

Summary

Text with details about history and current position

Competitor 3

Mission Statement	
Headquarter	
Parent Company	(if applicable)
Countries Operating	
Market Share (Vietnam)	
Number of employees (worldwide / Vietnam)	
Number of employees	
Websites	
Physical footprint (stores)	
Strength	
Weakness	

Financial Data

	2018	2019	2020
Revenue			
Costs			
Profit / Loss			

Summary

Text with details about history and current position

Appendix A: Sources

Client Section	
Market Section	
Customer Section	
Competitor Section	

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