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## **ONE ASIAN MARKET SOLUTIONS**

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**ONE** is a management consulting firm based in Atlantic Canada operates around the world, with some key assets focused on the vibrantly growing markets in Asia. Our practice's primary focus is marketing, business development, and organizational development, including logistics; all critical elements critical of trade success. Our firm concentrates on offering practical solution, customized so that they are applicable to a wide range of different business situations. These solutions can be scaled so that whether they address the needs of medium-sized enterprises or smaller businesses, we can ensure that our services and solutions are the best fit for our clients.

If you are looking into the Asian market from a buyer or seller starting point, we can provide you with the information, the knowledge and the council so that you make the right decisions before committing financial, human resources and time. Our services are tailored to put you on the right, rapid track to and from Asia, and the world:

### **Marketing and Business Development**

- Asian Market Entry & Market Expansion Research Services
- Competitive Market Intelligence & Opportunity Analysis
- Product Demand Evaluations & Market Testing
- Product Development Through All Stages
- Product Management Through All Evolutionary Phases
- Commercialization of New Products, Services and Technologies
- Contact Campaigns and Business Match-Making Services
- Communication Program Evaluations & Strategies for Asia
- Asia & Oceania Marketing Channel Evaluation & Development
- Development of Asian Market Plans & Strategies, Budgets
- Export Trade & Logistics Educational Seminars

### **Procurement Consulting & Services**

- Global Sourcing Strategies
- Product and services evaluations
- Vendor Assessments and Contract Negotiations
- Tailored Direct to Manufacturer Programs
- Cost Reduction & Risk Management
- ISO and Continuous Improvement Facilitation

### **Logistics Consulting**

- Logistics / (Supply Chain & Distribution) Planning & Strategies
- Export Logistics – Import, Customs and Regulatory Research & Guidance
- Consulting 3rd Party Negotiations & Contract Development Services (All modal transportation, Warehousing, and Co-packing)
- Educational Seminars & Workshops

## **SECTORAL EXPERTISE**

### **Business Management: Marketing and Sales**

- Agri-Food Commodities
- Advanced Manufacturing and Technologies
- Business to Business Professional Services Sector
- Consumer Package Goods and Specialty Giftware
- Energy Resources / Capital Markets Management
- Energy Technologies / Power Utilities
- Engineering Software Programs & Services
- Environmental, Chemical, and Sanitation Products
- Industrial and Construction Equipment Industry
- Food Technologies, Complimentary Products and Services
- Food Products (Retail & Wholesale) –Perishable Frozen and Processed
- Industrial and Institutional Services Markets
- Information Communication & Technologies
- Intellectual Property, and Trademark Consulting
- Knowledge based services and Enhancing Technology
- Manufactured Housing and Building Materials
- Marine Navigational Instruments & On Board Computer Systems
- Bio- products & Nutraceuticals
- Oil & Gas, Mining and Resource Industries
- Pharmaceutical, Medical and Life Sciences Industries
- Plastics and Industrial Products
- Tourism & Hospitality Services Industries
- Safety Products & Services (Industrial and Consumer Level)
- Seafood Products and Food Product Accessories

### **Logistics & Procurement Consulting:**

#### **Transportation, Distribution, Supply Chain Management**

- Air, Ocean Rail and Road Transportation Consulting
- Distribution Planning & Strategies
- Customs and Regulatory Research & Guidance
- 3rd Party Negotiations & Contract Development (All modal transportation)
- Transportation & Supply Chain Audits
- Traffic Corridor and Lane Analysis
- Distribution Facility and Fleet Development
- Mentoring, Educational Seminars & Workshops
- Counselling on Packaging, Labelling & Bar- coding
- Freight Forwarders & Customs Brokers Selection
- Effective Carrier Selection and Transportation Audits
- Asian Customs Import and Export Consulting
- Increasing competitiveness with viable raw input sourcing in Asia
- Development of Logistics Educational Programs & Workshops

**Troy M. Doyle, Consultant and Principal - Halifax, NS**

**ONE**'s principal, is a seasoned professional in *marketing, logistics* and *business development* and possesses a wide experience in domestic and export markets. With an advanced background in these three core areas that stretches back over 20 years, Troy obtained critical business expertise through his senior level experience working with large, medium to small enterprises as employers and later as clients.

He has a rich past of initiating, leading and succeeding with projects in the food, consumer goods, industrial products & professional services, procurement & logistics. In each case, he played enthusiastic key roles in successfully surmounting the challenges faced with expanding into new Asian markets or global markets on other continents.

**Yoko Ishigami - Japanese Market Research Consultant, Halifax, NS**

Yoko brings to **ONE** an excellent background in *marketing and translation services* with enhanced research and analytical expertise. Previously as a Killam scholar researcher at Dalhousie University's psychology department she received national media attention and awards for her research work. As one of our consultant on Japanese market business opportunities, Yoko is an involved resource in the pragmatic requirements of business activities and cultural nuances based on experience gained from her career in Japan.

**Brian Silva - Customs & Freight Consultant - London, ON/ Mumbai, India**

Brian's expertise spans over 30 years of *customs and freight forwarding consulting* experience. During his career he managed offices handling general freight all kinds and oversaw large specialized freight forwarding operations. Brian led logistics initiatives in Europe and Asia / Pacific markets and provided more than one blue chip corporations with duty drawback savings numbering in the millions. Brian has senior level public relations experience and contacts in India and Canada.

**Tsutomu Taniguchi- Japanese Market Consultant, Chiba, Japan**

Tsutomu brings to **ONE** not only an excellent experience in *marketing research* but enhanced business consulting and commercial analytical expertise. His background in consulting extends from professional and engineering services and food / nutraceutical products. Based in the Tokyo area Tsutomu's senior level business experience and expertise in the Japanese and Korean markets allow **ONE** to further extend our capabilities to the western side of the Pacific Rim.

**X.X. Meng - Chinese Market Consultant, Beijing, China / Toronto, Canada**

Meng has a background in foreign relations and diplomacy, a professional at market research, as well as consulting in customer service and logistics. With a dozen years straddling both cultures and business environments, Meng gives **ONE**'s clients a clear China perspective made easier for the western view.

...among other Asian market consultants, for more information on our range of services in marketing, business development and logistics, please call or visit our web site at:

[www.onemcs.com](http://www.onemcs.com)