



GO-TO-MARKET

Strategy for launching current comercial printing products into the market

CONTENT

01

MARKET
INTELLIGENCE

02

PRODUCT STRATEGY

03

PRODUCT
DEVELOPMENT

04

LIFECYCLE
MANAGEMENT

The slide features decorative floral illustrations in the corners. The bottom-left corner has a cluster of orange and yellow flowers with green leaves. The top-right corner has a hanging branch with small yellow flowers and buds. The bottom-right corner also has a hanging branch with small yellow flowers and buds. A dashed green line forms a rectangular border around the central text area.

PART ONE

Market Intelligence - Customer, Market & Competition

NGUYEN HONG MINH

QUOTES

“Every time I need some printings, a nearby shop would forever be a good choice.”

DESCRIPTION

An 22-years old university student living in Ho Chi Minh City. Getting to a photocopy shop when having assignments or tests.

GOALS

Hard copies of online documents need to be prepared when being asked by the teachers and required by school projects.

ENGAGEMENT TRIGGERS

Fast service is the best. And cheap price would be a plus.



DAY-IN-A-LIFE

Gaming is life. Using Facebook, Instagram and Youtube for entertaining and updating news.

PAINPOINTS

Getting troubles when the photocopy shops do not provide internet access or online files transitions, but requiring USB.



CAO VAN DAT

QUOTES

“Hard copies is my friend.”

DESCRIPTION

35 years-old architect graduated from University of Architecture in Ho Chi Minh city.

GOALS

The design drawings of all projects need to be submitted to either house owner or government agencies for approval.

ENGAGEMENT TRIGGERS

Fast service & friendly staff.



DAY-IN-A-LIFE

Night life is very common. Contacting every person in charge for getting the project done. Using Facebook, Instagram, TikTok, Youtube for entertaining. Going the the GYM is always in the list.

PAINPOINTS

It would be hard to encounter any service providers who are not professional in printing technical documents.



NGUYEN PHUC TUONG AN

QUOTES

"I trust professional and up-to-date services. I need the operation to be well managed and flexible."

DESCRIPTION

28-years-old work-from-home office worker living in Ho Chi Minh City.

GOALS

Using hard copies when applying documents to government agencies, university campus, and self-study purposes.

ENGAGEMENT TRIGGERS

Cashless payment would be great.



DAY-IN-A-LIFE

Spending most of the time on computer and mobile phones. Skills upgrading and new knowledge absorbing through self-study from various sources, from online courses to printings. Using Facebook, Instagram, LinkedIn, Google Mail, Youtube for entertaining and news updating. Frequently using search engines (Explorer) and Copilot AI to learn new things.

PAINPOINTS

Never coming back if the attitude of service provider is not good. Additionally, the books when printed need to be well bound for use.

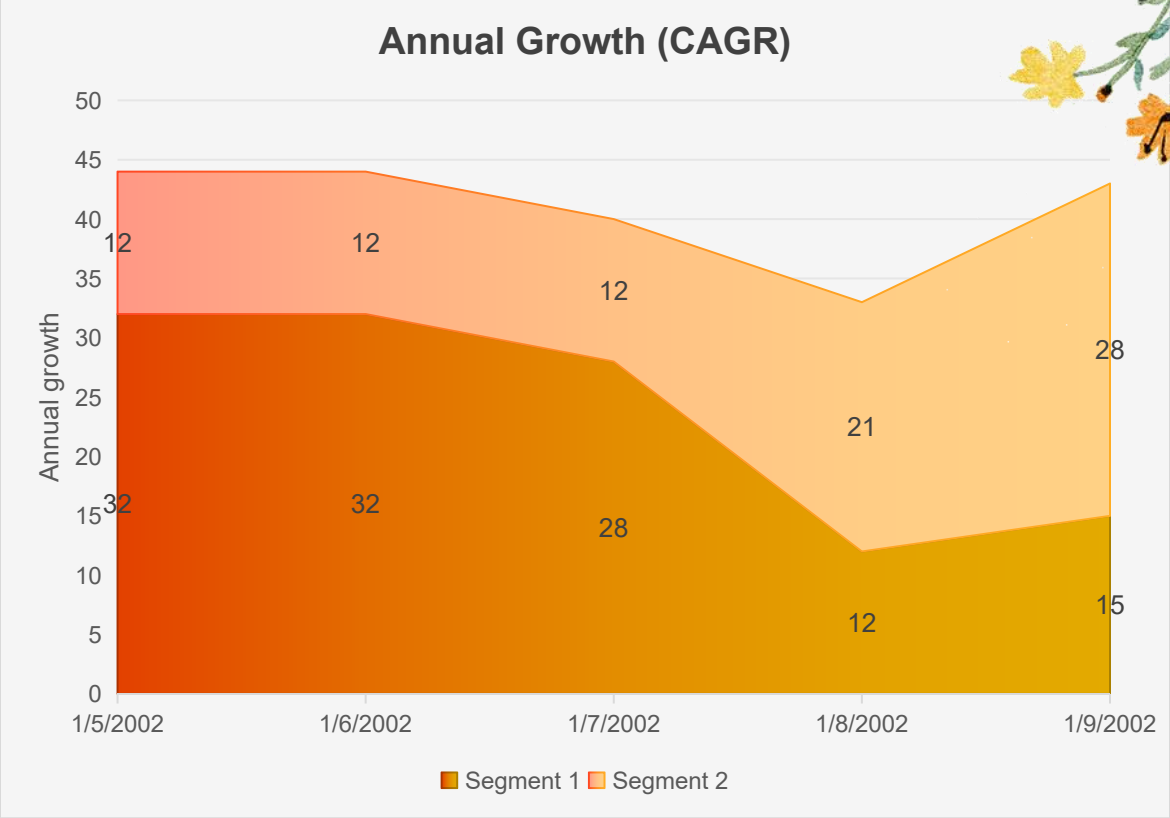
	Indoor & outdoor poin-of-sale materials	Non-categorized products
Segment description	Offering printings for commercial purposes	Offering one-off jobbing work
Customer characteristics	Organizations having interest in decorating their joint space or events.	Individulas or brands who works closely with printing products
Needs, motivations, issues to solve	Using printing products for advertisement	Needing particular prints on various materials
How are they meeting their needs today?	Internet search	Visiting the nearby shops in person
Location/ geography	Ho Chi Minh City	Ho Chi Minh City
Customer example	Cao Van Dat, 35, Ho Chi Minh City	Nguyen Hong Minh, 22, Ho CHI Minh City
Key trends	Difficulty in finding professional shops	Using only mobile phones (no cash/USB)



MARKET SIZE

Commercial Printing	Our Segment1	Our Segment2
Market Size (million USD)	1412	656
Annual Growth (%)	12	21

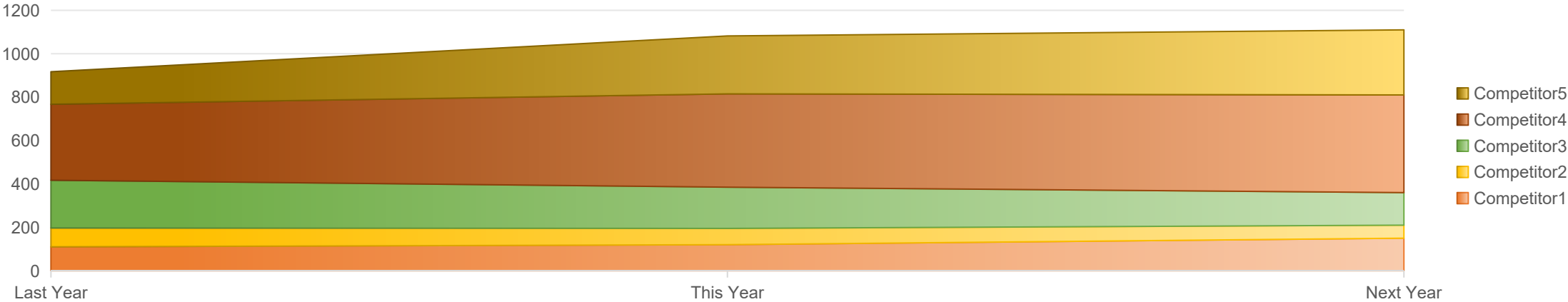
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COMPETITORS' REVENUE, MARKET SHARE &TRENDS

Revenue (million USD)	Competitor1	Competitor2	Competitor3	Competitor4	Competitor5
Last Year	200	350	247	455	270
This Year	260	375	350	430	356
Next Year	320	400	453	450	430

Commercial Printing Market (Vietnam)

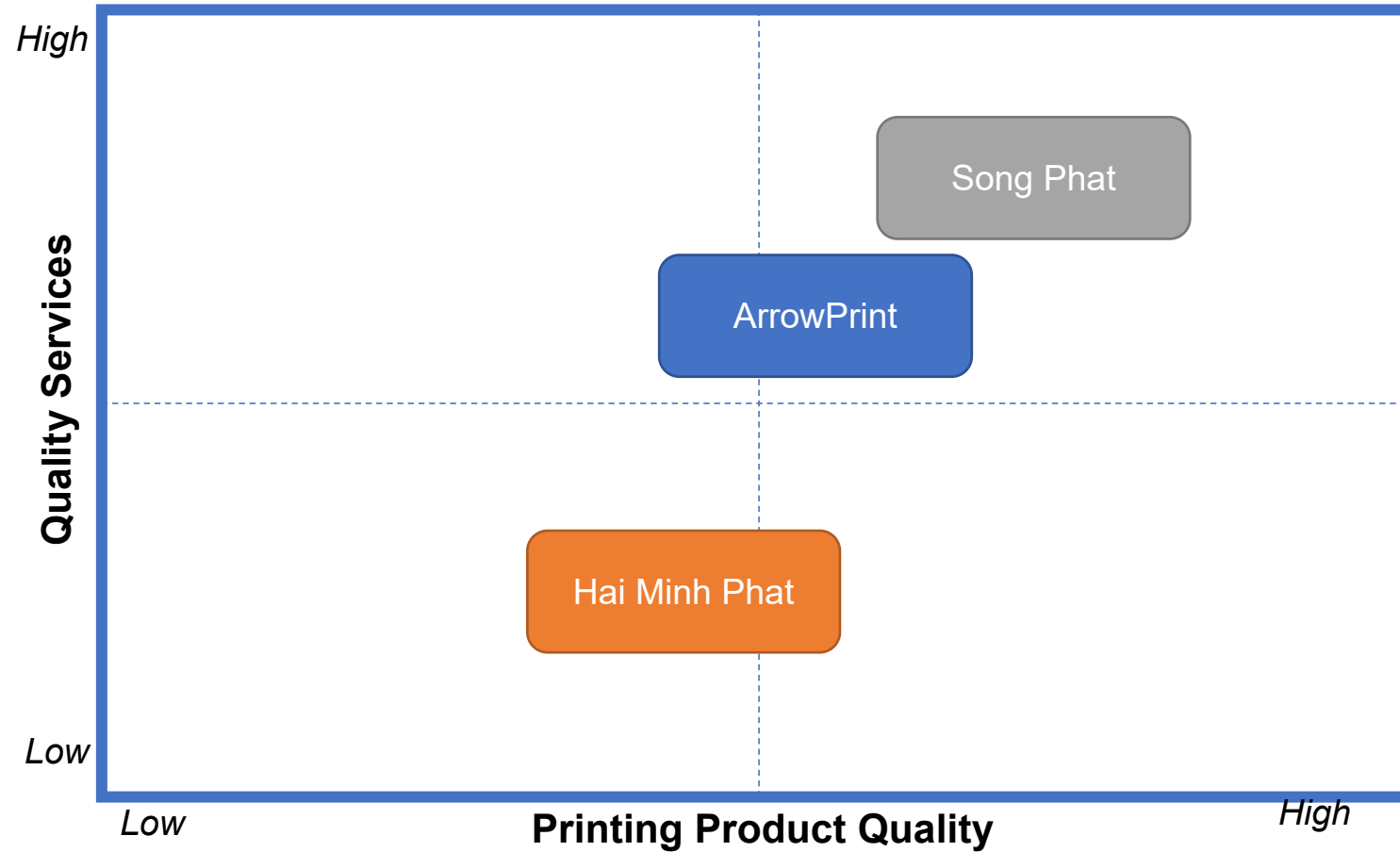


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COMPETITORS' MARKET APPROACH & STRATEGY

	HAI MINH PHAT	SONG PHAT	ARROWPRINT
Target market	Ho Chi Minh City, Vietnam	Ho Chi Minh City, Vietnam	Ho Chi Minh City, Vietnam
Strengths & core competencies	Special creative design according to customer requirements. Providing printing solutions for customers and businesses in various fields: education, government services, etc. Delivering product within 1 day at low price.	3D printing in decal, canvas, PP, silk, wallpaper, Hiflex, blacklist flim. Large format printings, modern printing technology, ability to deliver printing products and advertisement setup for customers not only in Ho Chi Minh city but nearby provinces.	Outdoor & indoor point-of-sale materials or signage. Able to print on various kind of products or materials.
Weaknesses & gaps	Bad customer service, employees were not supportive and being rude to customers.	Customers don't know how to order, they need to visit and purchase at the store; There are no quotation for reference	The brand would be more relevant to English speakers and business while the online brand identity is not too popular.
Go-to-market approach	SEO-Publishing articles on websites; Social media marketing-Utilizing "reels" (short-video stories) on Facebook showcasing the process of making products, and posting product images on the platform; Uploading product videos on YouTube ; Direct support via Zalo	Advertising product videos on third-party's YouTube ; SEO-Publishing articles on website and sharing on social media; SEM-Utilizing Google Ads for appearing in top search; Posting product images on Facebook ; Publishing product information on Tumblr ; Direct support via Zalo.	Social media advertising (Facebook, Youtube, Pinterest, Twitter & Instagram); Direct support via Zalo, Whatsapp & email.
Pricing	Canvas printing from 110,000 VND/meter	(The business does not public their quotes on mainpage/ Contacting for more details)	(Prices vary by products & services, customers need to contact for more details)
Strategic direction	Main printing services: Digital printing, advertising printing and other print/photo/scan services.	Printing and placing event booth advertisement and other digital printings.	Full services for getting customer project done, from designing. printing to installing/delivering.

COMPETITIVE POSITIONING



PRODUCT COMPARISON



Area		Hai Minh Phat	Song Phat	ARROWPRINT
Features	Delivery	<ul style="list-style-type: none">Door-to-door delivery service; Free shipping within 2km for order from 1M VND; Being able deliver products to other provinces	<ul style="list-style-type: none">Door-to-door delivery service; Delivering product within 1 day.	<ul style="list-style-type: none">Door-to-door delivering and guarantee services
	Price	No factorage included	No additional fee	No additional fee
	Services & technology	<ul style="list-style-type: none">Advertising design; Printing on paper, decal, PP, canvas, fomex, standee, backdrop, band roll, backlit film, carton; Print, photo and scan files.Printing methods: Digital printing, Offset	<ul style="list-style-type: none">Advertisement design; Signage installation; Event management; Printing on canvas, silk, standee, backlit film, PP, decal, poster, backdrop, wallpaper, Hiflex.Printing method: Digital printing, UV printing, large format printing	<ul style="list-style-type: none">All indoor and outdoor point-of-sale materials or signage.Custom printings on various products or materials
Quality & capacity		<ul style="list-style-type: none">Custom creative design based on customer's requirements; Customer can order 1 product at a minimum; Customer can track their products online by inputting given codes	<ul style="list-style-type: none">Customize products based on customer's requirements	<ul style="list-style-type: none">Capable of delivery large amount of printings for small & medium sized business.Customer support 24/24.

DISRUPTIVE TECHNOLOGY

- Due to the shift in demand, the surplus capacity has forced vendors with larger printers to use more **efficient technology** to achieve economies of scale and obtain access to capital markets.
- The development of technology, including **quicker presses or new colors along with toner technologies**, makes it feasible to produce goods of greater quality and with better manufacturing capacities.
- With a rise in the **digital delivery of information**, commercial printers have been observed to be imbibing digital technologies to enhance packaging print quality. Quick response (QR) codes have become a basic/mainstreamed print on product packaging to be scanned with a smartphone for additional display of data, such as product info and promotional content.
- Businesses use **commercial printers** more frequently because they are more cost-efficient and efficient for printing large quantities.
- Retail, storage, and logistics companies are investing in **hybrid print technologies**. Hybrid technology makes combining the benefits of both digital and analog technologies feasible. To do this, the dependability and efficiency of flexographic printing are merged with the artistic possibilities of digital technology.

- **Commercial printing** is dominated by sheetfed offset litho and digital, with inkjet growing beyond the key mailing & display areas into broader areas of commercial print.
- **Commercial inkjet products** are gaining traction as they use less power, produce less carbon dioxide, and are associated with cleaner air as they do not emit toner dust. Many companies are investing in inkjet printers to enhance their offerings, personalize packaging and messaging, aid clients in promoting their brands, and meet the seasonality of their demand. For instance, in 2021, DS Smith Iberia installed the EFI Nozomi C18000 Plus six-color single pass-LED inkjet printer in its facility in Lisbon, Portugal. The productivity of the Nozomi is expected to reduce the time to market and offer a printing quality equivalent to that of offset printing without the need for Litho Lamination.
- **Improvements in productivity, speed and quality** are set to open up new areas for inkjet, not only in commercial printing areas including promotional and informational print, but also in areas like packaging, decor, and textiles and promotional objects



DISRUPTIVE TECHNOLOGY

- Although digital is expected to make further inroads during the coming years, there are a number of trends that have contributed towards improvements in business efficiencies and profitability in the **sheetfed offset litho arena incorporating increasing automation (push-to-stop) and standardization**, as well as growing use of UV to speed turnaround.
- **Productivity** has been boosted through the implementation of lean processes, with rising adoption of web-to-print leading to the ganging-together of standard jobs to share make-readies and lower cost.
- In electrophotography, much of the focus today has been in improvements in **print quality** and also moves towards **larger format print**, with step changes in productivity and cost being seen in the current year.
- In inkjet, meanwhile, **print quality improvement** is also a few focus, including on standard papers, wide format, webfed (new finishing solutions) and sheetfed presses.
- **Digital finishing and embellishment** is also growing across the board.

- There is much interest in **key Landa installations**, with its sheetfed and web nanographic printing presses said to offer the versatility of digital printing with the qualities and speed associated with offset, employing water-based inks and a novel image transfer system.
- The **ink image** is converted into a very thin polymeric film on a hot blanket, which is then transferred onto the cool paper surface. This is claimed to avoid any issues of paper saturation that can be associated with conventional inkjet processes, and to provide **high-quality images at high print speeds**.
- In Europe, **Landa machines** are being used or about to be installed in four plants in Germany, the UK, France and the Netherlands, as well as at several packaging providers.
- Early adopters report the **Landa technology** is highly competitive in the range of 250-500 sheets against litho and other digital processes



The slide features decorative floral illustrations in the corners. The bottom-left corner shows a cluster of orange and yellow flowers with green leaves. The top-right corner shows a branch with small yellow flowers and buds. The bottom-right corner also shows a branch with small yellow flowers and buds. A thin horizontal line is positioned above the main title.

PART TWO

Product Strategy - Vision, Objectives & Strategy

CORPORATE VISION & OBJECTIVES

To sustainably grow the entire business with respect to conducting full responsibilities to Vietnam rules and regulations, business ethics and valuing every customer experience.

PRODUCT VISION

To ensure that every print is of the highest quality, with vibrant colors, sharp images and crisp text.

PRODUCT OBJECTIVES

- Achieving good NPS score in industry
- Annual revenue > USD \$100,000, with approximately \$30,000 of profit.



PRODUCT STRATEGY

	Markets, customers, and technology
Target market & market trends	We target business owner looking to enhance their brand identity or an individual seeking personalized gifts. The commercial printing in Asia Pacific market is expected to grow by 1.19% (CAGR) during 2023-2028.
Market landscape	<ul style="list-style-type: none">• The exploding need for labels and packaging in the e-commerce sector significantly contributes to the growth of the commercial printing market.• The increasing demand for processed and canned food in emerging markets such as China and India is expected to impact the market in the region positively. Also, the increasing disposable income in the region is resulting in the growing demand for interior design with customized wallpapers.• The Vietnam printing market has experienced substantial growth in recent years, driven by the country's expanding advertising and packaging industries, increasing demand for printed materials, and technological advancements in the printing sector. Printing services play a crucial role in advertising, publishing, packaging, and promotional materials.
Target customers	We primarily target foreigners living in Ho Chi Minh City of Vietnam. However, both Vietnamese locals and expats would be our targets in long-term.
PEST Analysis	<p>ECONOMIC Digital printing technology is anticipated to experience the fastest growth. Advertising application of commercial print plays a vital role in brand promotion and customer engagement. The development of machinery, digitization, and computerization have greatly improved productivity and transformed this industry so that growth capability is no longer correlated with direct labor. The rising costs of raw materials throughout the procurement process limit the operational capacity of many enterprises.</p> <p>SOCIAL Businesses require increasing promotional materials. The short-run self-publishing industry witnesses a high demand for digital printing. The COVID-19 pandemic has resulted in a spike in demand for packaging for food. The booming e-commerce market across the world offers a lucrative opportunity for commercial printing providers, as e-commerce players rapidly adopt innovative printing solutions for their daily packaging. Customized marketing messages in promotional and marketing strategies is one of the drivers of the commercial printing industry. The growing popularity of the commercial printing industry is being impacted by vendor consolidation.</p> <p>POLITICAL The demand for printing from packaging and labels for pharmaceuticals, tobacco products, and alcoholic beverages is expected to increase. Therefore, the companies must comply with dynamic government regulations and protect against counterfeiting.</p> <p>TECHNOLOGY Vendors with larger printers use more efficient technology to achieve economies of scale and obtain access to capital markets. Retail, storage, and logistics companies are investing in hybrid print technologies. Commercial printing is dominated by sheetfed offset litho and digital, with inkjet growing beyond the key mailing & display areas into broader areas of commercial print. Businesses improve efficiencies and profitability in the sheetfed offset litho arena incorporating increasing automation (push-to-stop) and standardization, as well as growing use of UV to speed turnaround. There is much interest in key Landa installations, with its sheetfed and web nanographic printing presses said to offer the versatility of digital printing with the qualities and speed associated with offset, employing water-based inks and a novel image transfer system.</p>

PRODUCT STRATEGY

	Competitive Differentiation & Business Models
Our competitors	We are competing with significant competitors like Hai Minh Phat and Song Phat. In 2022, our annual revenue exceeded USD\$100,000, accounting for about 0.0014% market share in Vietnam.
Our competitive advantages	Our competitive advantage comes from years of experience in the Vietnam commercial printing industry of business experts and loyal customers who have trusted in our brand for years of cooperation. This allows us to continuously bring our products closer to more customers and their friends all around Vietnam.
Disruptive technology	Printing technology will continue to evolve, but we are able to stay ahead of – and use – latest technologies.
Our business model	<p>Web-to-print - We make money by using appropriate workflow solutions to adapt with the user expectations which are changing, and moves towards just-in-time delivery and fast turnaround across the board. Orders are placed on a web site or portal, choosing from a catalogue of stock items or specifying and creating the printed material using the online app. Typically, these systems will generate artwork (or allow upload of artwork into a workflow with pre-flight); provide estimates and accept payment (as an order number for established client or through funds transfer for a new customer) as part of the process. Customers may be businesses or individual consumers. Trade print services are growing strongly – often offering a service branded as the buying organization. There is no direct sales person involvement; the system handles the transaction completely.</p> <p>(*) <i>Web-to-print (Web2Print, WTP) is a broad term that covers the e-procurement mechanism of print buying.</i></p>
Emerging business models	<ul style="list-style-type: none"> Workflow, from customer enquiry to delivery, is critical for commercial print businesses to be successful as run lengths fall while customers expect ever faster delivery. To own the relation with the buyer, commercial printers develop workflow solutions that automate artwork production and administration. Some printers have succeeded in trapping the series of processes — design, materials, suppliers, production and distribution — into an on-demand app-accessible service. A key change has been in the role of commercial printing companies at the cutting edge, many of which now has reduced direct relations with their customers but instead deal mainly or in some exclusively with resellers, and focus entirely on building the most efficient printing business, in part through the adoption of online ordering, web-to-print. This has opened the market for individual consumers and micro businesses, to create small quantities of promotional and marketing collateral at affordable costs. Companies have been finding ways of creating value for themselves, their suppliers, converters and users, by developing a new layer that integrates them all with maximum utility. 'Uberization' is developing in many industries, where the focus is on the customer and not the manufacturing.

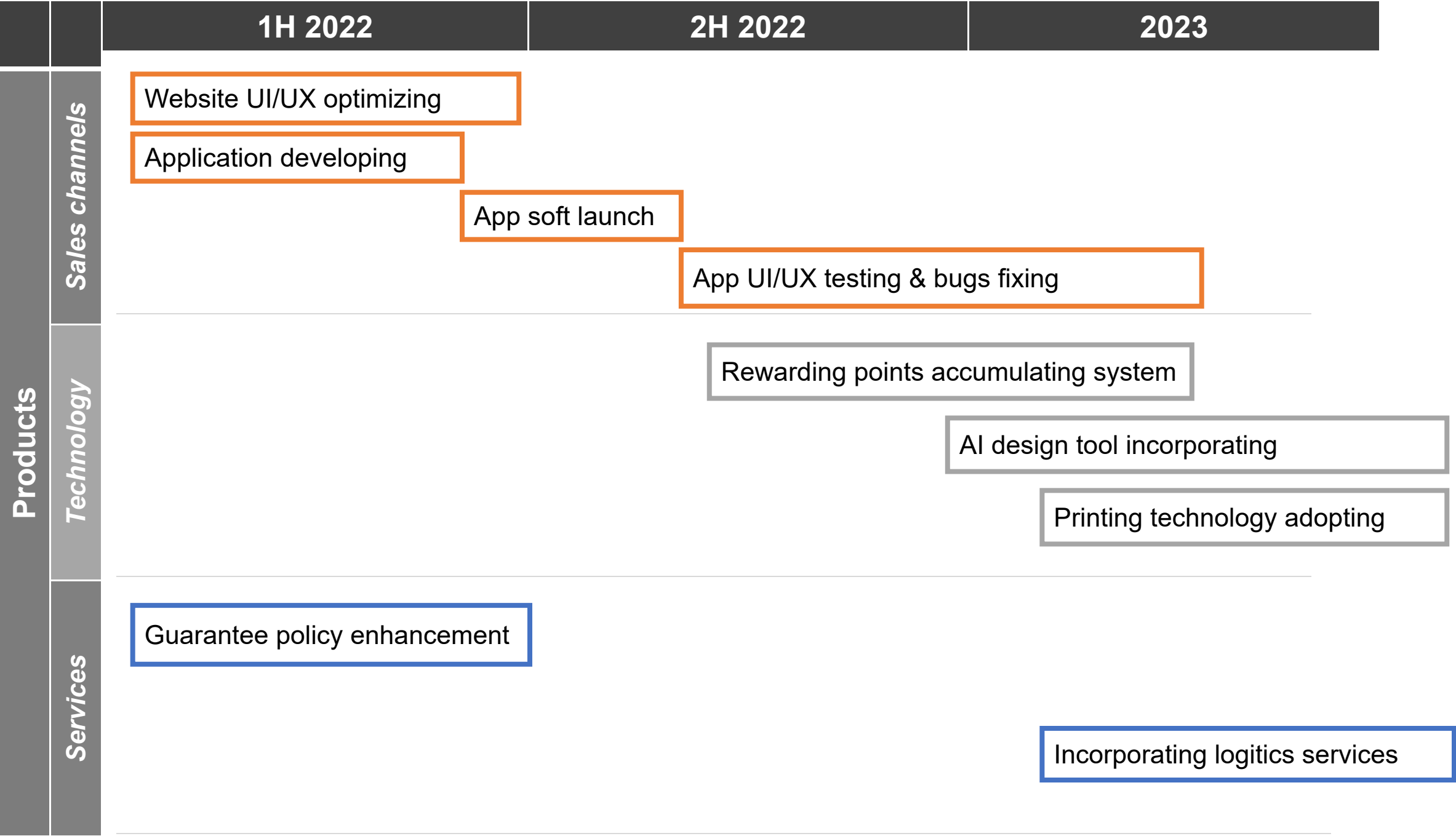
PRODUCT STRATEGY

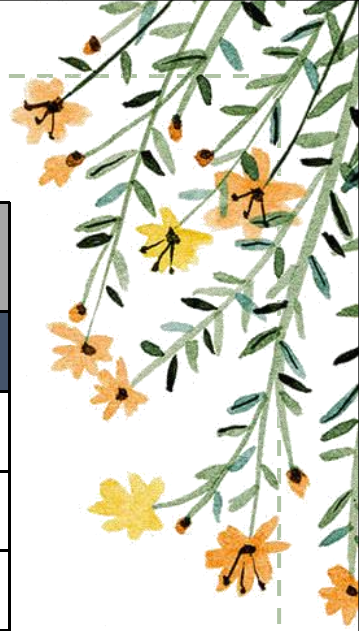
	Top-level recommendations
Recommendations for major initiatives over the next couple of years	<ol style="list-style-type: none">1. ArrowPrint will continuously enhance the customer service and guarantee policy to further increase customer engagement as well as strengthen the relationship with current and potential B2B clients.2. Investing in printing technology and incorporating logistics services to push our efficiency and therefore delivering more quantities within shorter amount of time.3. Developing on-demand app-accessible service to formulate workflow that automate artwork production and administration.
Vision and objectives vs initiatives mismatch	ArrowPrint's high quality products and services will help us stand out from the competitors by not only providing B2B & individual customers with what they need but also the profession and passion in what we do. With that in hand we are confident to earn more trust from both the current and prospective customers.
Rejected recommendations	We considered maintaining our canvas printing as one of the primary services, but the market trends for canvas is no longer popular and the revenue upside for this is small.
	Our capabilities & product roadmaps
Capabilities and gaps	We have 80% of the capabilities we need to carry out those initiatives. We are having gaps around automating production and administration process. Our marketing and sales staff will need more trainings to professionally serve customers. We also need more R&D workforce to continuously test and update our product quality and service packages.
Staging, pacing, and product roadmaps	<p>Q1: Training the current sales, marketing and customer service staff using this GTM strategy and get all the promotional materials in place. Also, hiring a new team of software development for building our Web-to-print application or outsourcing. Finally, developing guarantee policy for B2B purchasing customers and get our application built.</p> <p>Q2: Launching the first version of Web-to-print application, continually testing UI/UX and fixing bugs.</p> <p>Q3: Researching customers and continuously refining our offerings</p> <p>Q4: Pilot our products and services to larger audience</p>
	Impact
Cost of recommendations	Total investment required in this year is approximately \$15 thousand USD, with salaries for the new staff accounting for most of the costs.
Benefits of recommendations	ArrowPrint will generate more than \$428,400 USD next year and expected to grow to more than \$433,198.08 next 2 years. Developing workflow solutions that automate artwork production and administration will help increase our user base by 150%, equivalent to 5,000 people and likely give us 0.0025% share.



PART THREE

Product Development - Prioritization, Stage-Gate & Launch





OKRs for Q2-2026		Score
Objective 1: Promoting our serevices to larger audience		
Key results	Key result #1 Achieving approximately 100,000 visits on website	
	Key result #2 Achieving around 5,000 new followers on social media	
	Key result #3 Generating 9,000 leads on website and 900 leads on social media (CVR~9%)	
Objective 2: Leads generation		
Key results	Key result #1 Attracting 1,000+ in-store purchasing customers	
	Key result #2 Receiving aroound 900 orders via social media and website	
	Key result #3 Generating approximately \$35,700/month in revenue	
Objective 3: Customer satisfaction		
Key results	Key result #1 Receiving above 25% retention rate monthly	
	Key result #2 NPS >40%	
	Key result #3 Achieving from 4.0/5 star review on Google Business profile	

PRIORITY I

Major strategic launch

Web-to-print application

PRIORITY II

Supporting launch

Incorporating AI design tool
and rewarding points
accumualting system

PRIORITY III

Maintenance launch

Bug fixes, quality
improvements and loyalty
customers appreciation
programs/promotions.



LAUNCH DELIVERABLES

	Items	Priority III	Priority II	Priority I
Planning	Launch plan			X
	Budget Management			X
Marketing	Basic marcom		X	X
	Advanced marcom			X
	Press release			X
	Marketing programs & promotions			X
Sales & Account Management	Communications to internal sales	X	X	X
	Communcation to sales channels		X	X
	Communication to clients		X	X
	Sales tools & presentations		X	X
	Sales training			X



	Launch plan - outline	
1	Market environment	<p>Target - Organizations and individual customers having interest in promotional materials and personalized printing products.</p> <p>Market trends - Customers seeking improvements in printing productivity, speed and quality. User expectations are changing, and moves towards just-in-time delivery and fast turnaround across the board.</p> <p>Competitions - Printers are seeking to serve the increasingly demanding customer more quickly, more sustainably, more cheaply, more relevantly and with less or no stock to burden them.</p>
2	Product	<p>Value propositions (see part four)</p> <p>Service description - Providing indoor and outdoor point-of-sale materials and other printed items</p> <p>Pricing - Competitive pricing (cost-base pricing)</p> <p>Competitive differentiation - Capable of delivery large amount of printings for small & medium sized business and custom printings with automating workflow from order placing to product administration.</p>
3	Launch planning	<p>Timing - Q1/2026</p> <p>Budget - \$3,000</p> <p>Goals & metrics (see OKRs and customer journey)</p>
4	Messaging	Customized marketing messages in promotional and marketing strategies is one of the drivers of the commercial printing industry.
5	Awareness, Interest, preference	Guiding customers through customer journey with targeted content. Launching social media advertisements, Google Search advertisement, marcom.
6	Sales & channels	Training of sales reps and customer support. Launching sales promotions.
7	Technical support	Training and preparation.




PART FOUR

Lifecycle Management - Positioning, Pricing & Sales



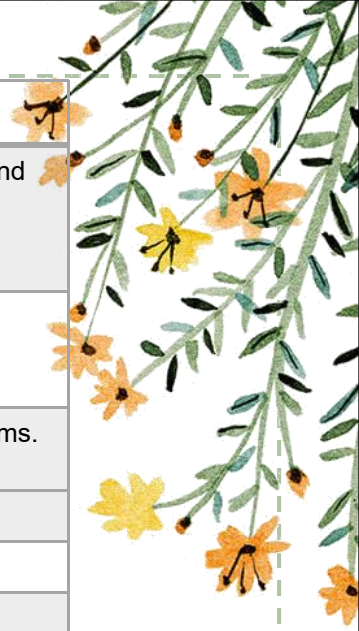
VALUE PROPOSITION

At Arrowprint, we understand the importance of making a lasting impression. Whether you are a business owner looking to enhance your brand identity or an individual seeking personalized gifts, our dedicated team is here to bring your vision to life. Our expert printers and designers work tirelessly to ensure that every print is of the highest quality, with vibrant colors, sharp images, and crisp text. We pride ourselves on delivering exceptional results that exceed your expectations.



		AWARENESS		CONSIDERATION	PREFERENCE	ACTION		LOYALTY		
		Define Needs	Evaluate Needs	Response Decision	Category Decision	Brand Decision	Purchase	Setup/Unbox	Initial Usage	Extended Usage
Pain Points		<ul style="list-style-type: none">Prospective customers are not aware of ArrowPrintProspective customers do not know a WTP app existsProspective customers are aware of their needs for efficient printing productionProspective customers are requiring better customer services		<ul style="list-style-type: none">Customers narrow down printing business in the living areaCustomers ask for recommendations from acquaintantsCustomers researching nearby printing with good rating point from google reviews		<ul style="list-style-type: none">Fast deliveringSupporting staffProfessional servicesOnline paymentNearby	<ul style="list-style-type: none">Abling to track down the delivering processIncorporating installation and delivering servicesHigh quality of printingOn-time delivery		<ul style="list-style-type: none">Maintenance services for signagesReporting issues channel/hotlineSaving points after purchasing for more upcoming promotions	
	Touch points	<ul style="list-style-type: none">Search enginesAdsWOM recommendationsProduct website					<ul style="list-style-type: none">Search enginesSocial networksCustomer reviewsFriends recommendationsGoogle business	<ul style="list-style-type: none">Product websiteSocial mediaWTP applicationChat support (Zalo, Whatsapp)		<ul style="list-style-type: none">Social mediaWTP applicationChat support (Zalo, Whatsapp)
Metrics		Annual sales <ul style="list-style-type: none">Average sales amountNumber of units sold Average lifespan <ul style="list-style-type: none">Churn rate Advertising recall <ul style="list-style-type: none">Page followers		Product market share <ul style="list-style-type: none">Which services are being used the mostMarket trends Feature affinity <ul style="list-style-type: none">Which features are driving sales & WOM		Brand leaders & laggards <ul style="list-style-type: none">Brand mentions VS other brands Social media <ul style="list-style-type: none">Number of mentions: Positive & negative	CTR <ul style="list-style-type: none">%Visitors clicking CTA buttons Shopping cart abandonment rate <ul style="list-style-type: none">%Visitors having items in cart but never order Average time onsite <ul style="list-style-type: none">Engagement measurement App downloads <ul style="list-style-type: none">Number of downloads on app storeDaily active users		Net Promoter Score (NPS) <ul style="list-style-type: none">Likelihood to recommend Retention rate <ul style="list-style-type: none">Likelihood for repurchasing	
	Ownership									
Opportunities										
		<ul style="list-style-type: none">Optimize product website and applicationShow how people reacting to company product<ul style="list-style-type: none">Optimize user engagementReleasing articles, videos and other content								
		Marketing		Marketing & BI			IT & BI		Marketing	

	Action	Detail	Our product
1	Product strategy	Product vision & objectives	We ensure that every print is of the highest quality, with vibrant colors, sharp images and crisp text. With that in mind, we focus on achieving good NPS score in the industry. Market share is our primary goal, and we will focus more on profitability once we have established our market leadership.
		Pricing direction	We will need to price below the market leaders (Song Phat and Hai Minh Phat) to gain initial market share - with a higher value, easier to use product.
		Elastic or inelastic?	Elastic due to heavy competition and low-profit margins among commercial printing firms.
2	Costs	Costs	\$27/signage
		Operating margin	30% during the initial stages
		Cost-plus	\$35.1
3	Competitors and their pricing	Main competitor	For an equivalent service level, Hai Minh Phat and Song Phat charge \$50/signage
		Premium or discount	-25%
		Competitive reference pricing	\$45/signage
4	Gauging value	Value of your product	\$40/order. Having our workflow automated from production to delivery would save more time and money for customers.
5	Recommended price	Recommendation	\$42/signage
6	Pricing tactics	Price details	We will need to develop discount guidelines for our sales reps for larger deals.
7	Gain consensus	Seek input and build consensus	We are reviewing with our executive sponsors on August 2, 2024, and will share revised pricing with the full sales team at our quarterly meeting.
8	Experiment, learn and refine	Plan for experimentation and learning	Currently B2B customers have to pay for delivery and installation fees. The fee will account for how far they are from our factory. We want to experiment charging the same competitive low fee for all delivery destinations and a slightly higher installation fee.
		Refine	We will be running experiments, learning, and tracking success, with quarterly reviews with our executive sponsors.



PRODUCT DISCOUNT - SIGNAGE

(from financial report)

List (preference) price	\$42
Discount %	15%
Discount per unit	6.3
Average revenue per unit	\$35.7
Unit sold	1000
Revenue	\$35,700
Discount “dollar”	\$6,300


List (preference) price	\$
1-500 units	Up to 5% discount
500-1000 units	Up to 10% discount
1000+ units	Up to 15% discount

() Opportunities for reduction of discount: 1-in-store purchasing 2-Expecting the products to be delivered sooner than estimated delivery date*

(not real data)

MARKETING RECOMMENDATIONS

Search Engine Optimization - Targeting informational keywords

Keyword	Intent	Position	SF	Traffic	Traffi...	Volume
+ in ấn quảng cáo >>	C	7	7	30	29.41	1K
+ công ty in ấn quảng cáo >>	C	5	5	16	15.68	320
+ song phát >>	I	9	6	12	11.76	480
+ công ty in ấn >>	N	 13	8	9	8.82	1.9K
+ in vải cây >>	C	5	4	8	7.84	170
+ công ty song phát >>	C	5	6	5	4.90	140
+ 307 bình quới >>	I	8	4	3	2.94	110
+ 307 bình quới >>	I	 9	4	3	2.94	110
+ tranh dán tường >>	I	47	7	3	2.94	12.1K
+ in quang cao >>	C	10	5	3	2.94	140



MARKETING RECOMMENDATIONS

Social medial marketing (Facebook)

Blogs/youtube's links sharing, product images, informative description and contact details can be included in a Facebook's post.

(*) *make sure your content is readable, for example: using bullet points for listing service offerings.*

IN TRANH DÁN TƯỜNG QUÁN CAFE

Bảo giá in tranh dán tường 3D từ xương, nhận in lẻ số lượng ít, in sỉ số lượng lớn...Xưởng sản xuất tranh dán tường 3D bảo giá in tranh dán tường 3D từ xương, nhận in lẻ số lượng ít, in sỉ số lượng lớn In Song Phát – Kho file in tranh 3D làm tranh dán tường khổ lớn in Decal, PP, Canvas, Silk, giấy lụa Hàn Quốc, vải Nhật, tranh giấy dán tường...

<https://inkholon.com.vn/product-category/in-tranh-dan-tuong...> See more



Thi Công Quảng Cáo Booth Trong Nhà Ngoài Trời Hội Nghi Event

Thi Công Quảng Cáo Trong Nhà Ngoài Trời Hội Nghi Event... Bảng Hiệu Quảng Cáo .Bảng Alu, LED, Gia Công Chữ Inox. Bảng Mica, Gia Cảnh Tranh, Thi Công Event Chuyên Nghiệp. Không Phát Sinh.Bảo Hành Chu Đáo...

Mang Uy Tín & Chất Lượng Đến Khách Hàng.Thiết kế và thi công sự kiện Event, như thiết kế, trang trí các hoạt động, tổ chức sự kiện lớn nhỏ như: trang trí sân khấu, thiết kế, thi công gian hàng hội See more



INKHOLON.COM.VN

Thi Công Quảng Cáo Booth Trong Nhà Ngoài Trời Hội Nghi Event

Thi Công Quảng Cáo Trong Nhà Ngoài Trời Hội Nghi Event... Bảng Hiệu Quảng Cáo .Bảng Alu, ...

MẪU – CG_355

Bảo giá in tranh dán tường 3D IN SỈ LẺ... Kho file tranh 3D làm tranh dán tường khổ lớn in Decal, PP, Canvas, Silk, giấy lụa Hàn Quốc, vải Nhật, tranh giấy dán tường...

https://inkholon.com.vn/product/mau-cg_355



MARKETING RECOMMENDATIONS

Social medial marketing (Facebook)

- Utilize Facebook Reels for user engagement;
- Show more content about how your products are made, where they are made and how they look like when finished.



[Click to play video](#)

MARKETING RECOMMENDATIONS

Social medial marketing (YouTube)

- Partnering with marketing agencies for PR articles and brand advertising on YouTube.
- Case study: Heytv.vn has been filming, editing and advertising videos of commercial printing businesses on YouTube. SONG PHAT's videos on [HeyTV's channel](#) have reached over 100K views.

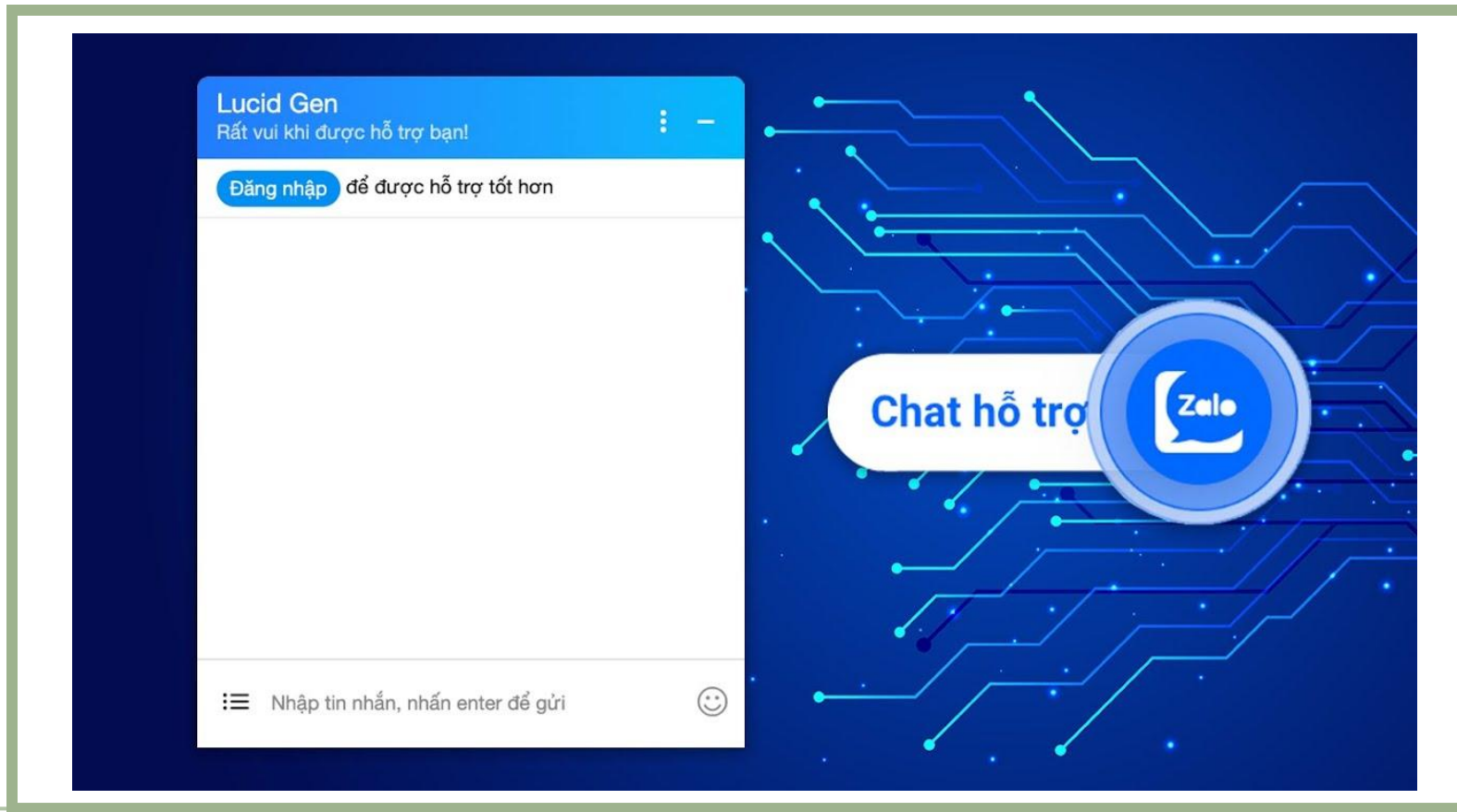


In UV Khổ Lớn Chất Lượng Vượt Trội Cho Những Bản In Ấn Đặc Biệt

MARKETING RECOMMENDATIONS

Zalo

- Vietnamese customers prefer this channel for asking information about the service, either by chatting or calling.
- Coding a Zalo button on your home page would make it more convenient for customers.





THANKS

May you have any questions, please kindly contact kimmyle081@gmail.com (Ms.Kimmy)