

## Technomic Asia services:

- Market assessment
- New market entry
- Growth strategy
- Competitive analysis & benchmarking
- Competitive cost analysis
- Distribution & value chain assessment
- Acquisition Search
- Acquisition due diligence
- China Readiness assessment
- New product evaluation
- Opportunity Mapping
- Relationship Mapping
- Sourcing Services

## Cost Analysis

Understanding your relative cost position against competition is critical to effective market and manufacturing strategy development. Asian competitors can be particularly difficult to understand in this regard due to their opaque structures and unconventional business systems and practices.

Technomic Asia provides its clients with in-depth competitor cost analysis and related insight through a holistic and ethical approach. After a comprehensive secondary research review, we deep-dive the market's key players who interact with the “target” competitor at multiple levels of the value chain. Information is gathered in an anonymous and objective way, without client bias.

Technomic Asia uses a probing external approach, talking to the competitors' raw material suppliers, equipment providers, government tax agencies, customers, distributors/dealers as well as other direct and indirect competitors.

Only at the end of this process do we approach the target competitor(s) on a face-to-face basis and with multiple senior management persons in their organization.



In the end, we put the “puzzle” together as the result of a comprehensive and triangulated research effort. The resulting insights can be used to benchmark your own cost position by key P&L line as well as measure the level of threat as a result of any meaningful cost gap. These insights are used by our clients to determine their manufacturing strategy, market opportunity and threat assessment and even in the due diligence process for an alliance or acquisition.

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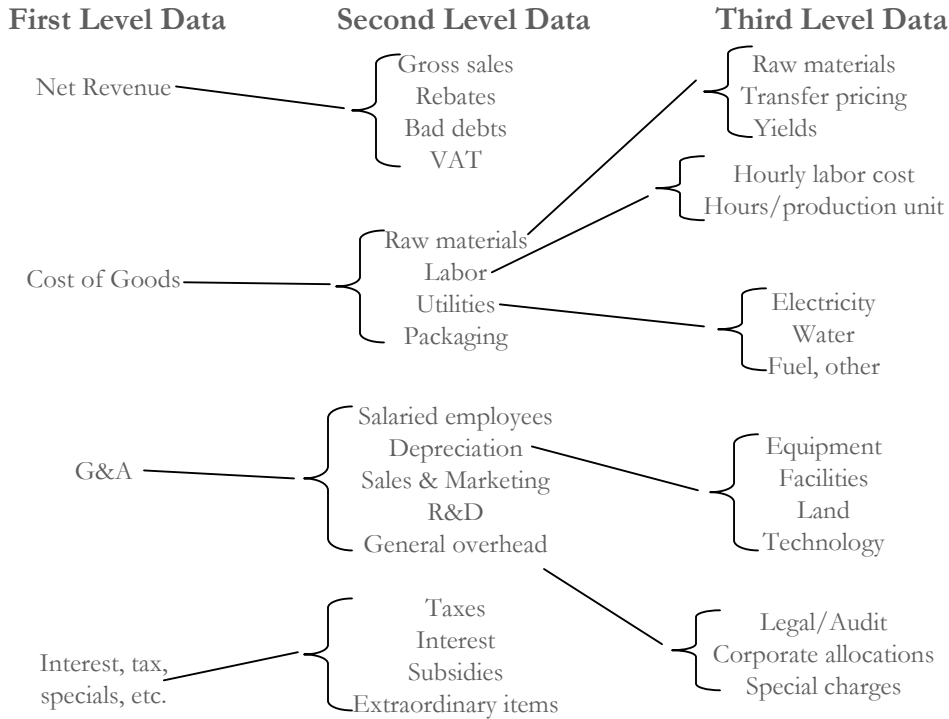
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## Technomic Asia’s network of affiliates:

- **Shanghai**
- **Singapore**
- **Seoul**
- **Tokyo**
- **Mumbai**
- **Melbourne**
- **Chicago (US regional office)**
- **London (European regional office)**

# Cost Analysis

Technomic Asia employs a combined “top down” and “build up” approach as portrayed below to triangulate the data to result in reliable insights.



Technomic Asia has completed cost analyses in a number of industries such as chemicals, plastics, building materials, FMCG, medical and automotive.

Technomic Asia also has a complete portfolio of competitive analysis methodologies and approaches (Please see separate brochure).

For more information on Technomic Asia’s cost analysis services please contact Kent Kedl at [kkedl@technomicasia.com](mailto:kkedl@technomicasia.com).

## About Technomic Asia

Technomic Asia is an international management and market strategy firm that has been assisting companies in Asia for over 20 years. With expertise in a variety of industries and a track record of doing business with over 150 MNCs in the region, Technomic Asia is positioned to help clients clarify, expand, and identify the most profitable growth opportunities for their businesses.