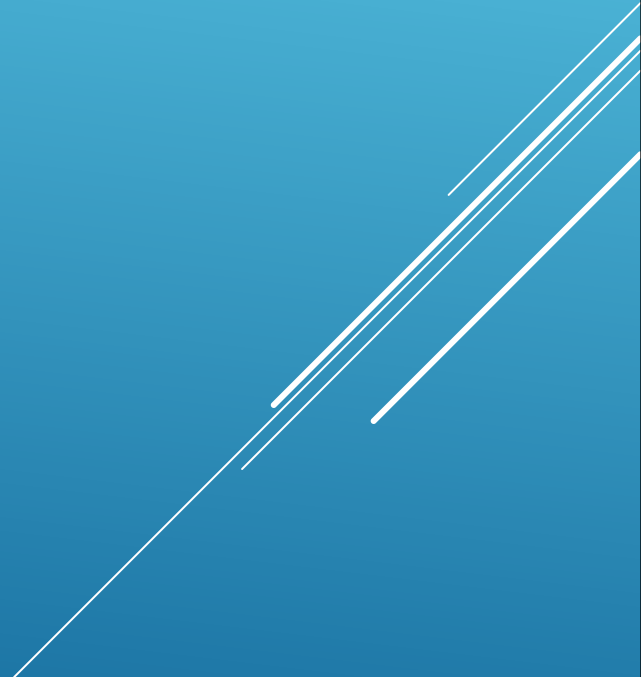


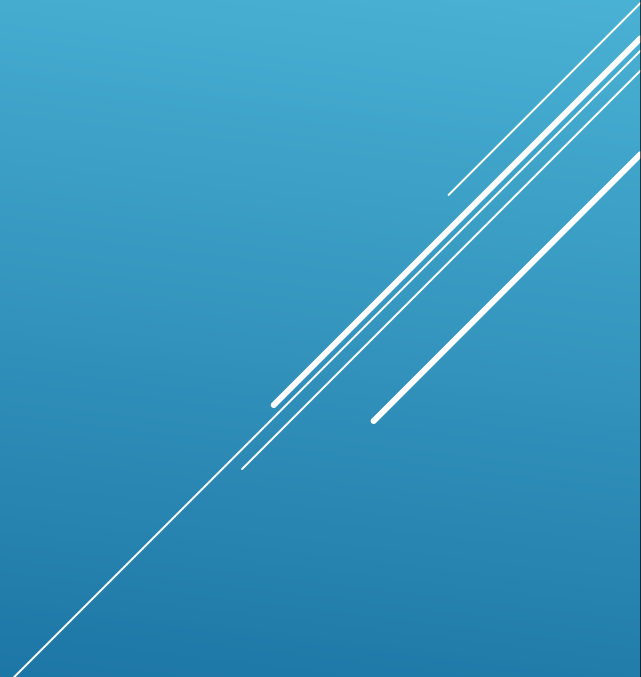
**BUSINESS  
COMMUNICATIONS AND  
THE ASIAN MARKET**

The background is a solid blue color with a gradient from light blue at the top to a darker blue at the bottom. On the right side, there are several white, parallel diagonal lines that create a sense of movement and depth, extending from the top right towards the bottom left.

# CHARACTERISTICS OF ASIAN CONSUMERS

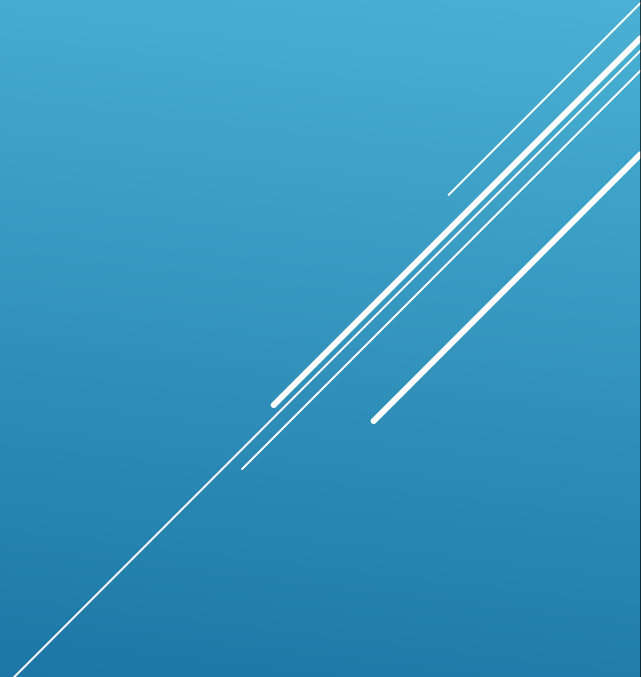
- Behaviours – ‘Buying’ Trends
  - Socio-cultural Background
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

# ENTERING AND SELLING IN THE ASIAN SKINCARE PRODUCTS MARKET

- Market Strategy (4Ps) – product, pricing, promotion, place
  - Market Demand
  - Regulatory and Registration Requirements by Ministry of Health- Food and Drugs Administration (FDA)
- 



# EFFECTIVE BUSINESS COMMUNICATION FOR ASIAN MARKETS

- Slogan or Tagline
  - Sensitivity to different beliefs in other cultures
  - Build relationship with business partner
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

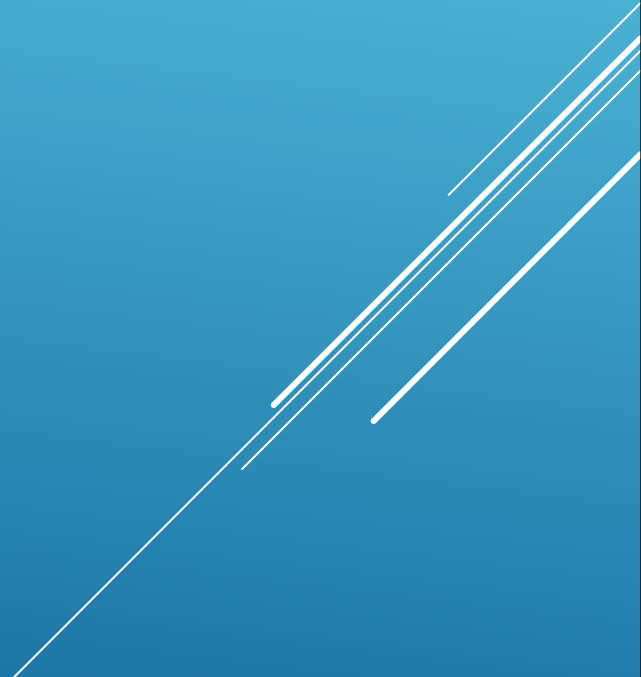
# SUGGESTIONS TO OVERCOME COMMUNICATION AND LANGUAGE BARRIERS

- Actions speak louder than words : The importance of non-verbal cues

# SUSTAINING AND INCREASING PRODUCTS' PRESENCE IN THE MARKET

- Product differentiation : a unique product
  - Accentuate product value
  - Advertising and promotion
- 

# LESSONS LEARNED FROM HAVING DIVERSE MARKETS TO SERVE

- Approval from local authorities
  - Poor communication
  - Differences in specifications or product requirements of each country
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue gradient background.



# QUESTION & ANSWER

The image features a solid blue background with a gradient from light blue at the top to a darker blue at the bottom. In the lower right quadrant, there are several thin, white, parallel lines that create a sense of motion or a stylized graphic element, extending from the bottom edge towards the top right corner.

# TERIMA KASIH

