Preparing for market entry in Vietnam

For an overseas management team preparing its first Vietnam planning call. Describe one proposed operation in enough detail for advisers to assess the entry route and identify what needs verification.

Investor or parent company and home jurisdiction

Business lead and target launch date

01 What will the business actually do?

Products or services, customer types and proposed sales channels

Who signs customer contracts, issues invoices, receives payment and delivers?

02 Which entry routes are under consideration?

Local entity, acquisition, partner or distributor, or representative office. Why this route?

Proposed owners, ownership percentages and decisions needing investor approval

03 What will management commit to first?

Earliest commitment (lease, acquisition deposit, hire or launch) and decision date

Assumptions to verify before launch

Tick the items your team has reviewed. Record unresolved questions before committing funds, signing for premises or announcing a launch date.

04 What needs verification?

- [ ] Ownership chain, investor nationalities and proposed activities documented.
- [ ] Market-access conditions, sector approvals and operating licences flagged for review.
- [ ] Proposed site, permitted use, lease conditions and alternatives identified.
- [ ] Capital, funding source, cash needs and contribution timing discussed with finance.
- [ ] Hiring, imports, distribution and operational dependencies listed where relevant.

Funding amount, currency, source and timing assumed in the business plan

Biggest dependency and the evidence needed before committing to a site or timetable

05 Decisions for the first planning call

Routes to compare, decision criteria and who has authority to proceed

Open question or action	Person responsible	Due date

Keep draft leases, investor records and financial information within the authorised team.