



Alchemise Consulting

Maximising business profits



Alchemise: "Alter, Change, Modify – cause to change, make different, cause a transformation."

"Our Business is to grow your Business and help maximise your sales profits"

About Us



Chak Ng – Director & Principal Consultant (MBA & B.Eng)

Chak brings over 17 years experience with strategic sales, business consulting, business development management and marketing expertise. He also has specific global experience within the ICT and Telecoms markets with leading organisations such as Ericsson, IBM and Singtel-Optus. We provide breadth and depth in developing and implementing effective business growth strategies with sales models and systems dealing directly with business owners or key stakeholders. Chak and the associate partner team have worked extensively with clients in SME's startup, mid market, corporate, government, and large enterprise multinationals with depth of applied experience across multiple industry sectors.

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Service Offerings

New Market Entry and Expansion Services (Inbound and Outbound)

Are you looking to expand your business into a new market or territory?

The initial new market entry feasibility process covers:

Market Assessment

- New market entry conditions
- Economic and business conditions
- Market opportunity reviews
- Identification of barriers to entry

Market Review

- Competitor analysis
- Territory/market segmentation
- Independent market research and data collection and reporting
- Development of "Go to Market" plan

Product & Services Review

- Business development strategy
- New processes
- Market positioning and segmentation

Market Entry Implementation

- Generating demand and new business sales
- Assessment, profiling and onboarding of distribution and reseller/agent partnerships
- Transition from feasibility to establishment of local office and building a local team of executive management and highly experienced resources

A diagnostic review for your new market entry offers market, territory and industry insight and a market report derived from current, relevant information and trusted advice that is tailored to your company's strategies and ambitions.

✔ Value of New Market Entry Services

Every company is different, so throughout the new market entry assessment, review and feasibility process we will utilise our consultants to achieve the best outcome for your company whether expanding inbound to Australia from overseas, or outbound into regions beyond Australia, by:

- Using localised knowledge and networking to ensure that your targeted expansion is well-informed and structured to reduce risk and uncertainty
- Access to a qualified and experienced team of consultants, reducing costs and potential risks of hiring local staff
- Establishing local partnerships to best support your company's aims and strategies



New Market Entry and Expansion (Inbound)

For companies seeking to enter the Australian market, this service offers:

- Local and flexible representation
- Current information about and access to territory and industry-based networks
- Low cost/low risk sales and marketing resources
- Comprehensive new market entry, testing and feasibility process reduces uncertainty and improves strategy and direction
- Financial, time and resource savings in comparison to hiring FTE staff, which can be dedicated to other needs



New Market Entry and Expansion (Outbound)

For Australian-based companies seeking to expand overseas, this service offers:

- Current information about and access to territory and industry-based networks
- Cultural education and awareness relevant to overseas expansion
- Comprehensive new market entry, testing and feasibility process reduces uncertainty and improves strategy and direction
- Financial, time and resource savings in comparison to hiring FTE staff, which can be dedicated to other needs

We will work with you to establish the most successful strategy for your company's new market entry, and our consultants will fulfill the role functions (where required) of human resources, finance and legal considerations, sales and marketing and management to get your company established in your desired market with a low risk and low cost outcome based approach.