ASEAN Market Screening & Selection

REPORT GUIDE

STEP 1

SCREEN → SELECT

About this guide. A concise, executive orientation to the Step 1 report: what it evaluates, how to read it, and what it does and does not conclude. It is a report guide, not a software manual.

1 PURPOSE

To compare all ten ASEAN markets using a consistent, evidence-based framework and identify the markets that warrant deeper investigation.

2 CLIENT VALUE

> Step 1 helps management focus time, investment and market-development resources on the ASEAN markets with the strongest combination of commercial potential and operating conditions, before committing to detailed market-entry work.

3 WHERE STEP 1 FITS

Step 1 is the entry point to the AdvantAsia market-entry progression. It addresses the first two activities: **Screen** and **Select**. Its role is prioritisation, not commitment.

STEP 1 SCREEN | **STEP 1 SELECT** › STEP 2 VALIDATE | STEP 3 POSITION | STEP 3 ENTER | STEP 3 GO-TO-MARKET | STEP 3 EXECUTE

Step 1 answers **"which markets deserve a closer look?"** It does not, by itself, establish that a company should enter a market. That confidence is built through the validation and strategy work that follows.

4 WHAT THIS REPORT EVALUATES

The report covers all ten ASEAN markets across five analytical areas. Each area answers a specific management question.

Executive Market Opportunity Review	A single-market summary bringing together the overall screening rating, regional rank and headline economic, investment and operating-condition signals. Answers: **how attractive is this market overall, and where does it stand in the region?**
Economic & Trade Overview	Economic scale, growth momentum and the international trade profile. Answers: **how large and how fast-growing is the economy, and how open is it to trade?**
Domestic & Foreign Investment Momentum	Capital formation and foreign direct investment trends and ratings. Answers: **is investment flowing into this market, and in which direction is momentum moving?**
Business Operating Conditions & Risk	Structured operating-condition scores across political, economic, social, technological, legal and environmental dimensions. Answers: **how favourable and how risky is the environment for doing business?**
Business Culture & Commercial Intelligence	Practical commercial practices, cultural expectations and engagement guidance. Answers: **what will it take to engage effectively in this market?**

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5 METHODOLOGY

AdvantAsia compares markets on a like-for-like basis, then interprets what the evidence means. Four ingredients work together:

Public & Market Data
Economic, trade and investment statistics for all ten ASEAN markets, placed on a common basis.

Structured Analysis
Consistent ratings and a composite screening measure so markets can be ranked and compared fairly.

Operating-Environment Assessment
Structured PESTLE evaluation of the conditions and risks affecting business in each market.

Professional Judgement
AdvantAsia interpretation that turns the evidence and ratings into a preliminary view of where deeper investigation is justified.

Each market receives an overall **Market Entry Intelligence (MEI) rating** on a 0–100 scale, an **ASEAN rank** (1–10) and a comparison against the regional average. From the rating, the report derives a short, colour-coded **preliminary recommendation** that signals the level of priority a market warrants for further work.

Priority
Strongest combined signal — investigate first.

Secondary
Solid case — worth deeper investigation.

Monitor
Watch and revisit as evidence evolves.

Defer
Lower current priority for detailed work.

The recommendation is a prioritisation signal derived from the screening evidence. It is deliberately simple, and is intended to direct attention, not to authorise entry.

6 MARKET DATA & ADVANTASIA ASSESSMENT TOOLS

Published Market Data	Economic, trade & investment evidence → supports **market screening & comparison**.
Structured Market Intelligence	Consistent ratings & the composite **MEI** measure → supports **ASEAN ranking & prioritisation**.
PESTLE Intelligence / Operating Environment	Structured political, economic, social, technological, legal & environmental assessment → supports **Operating Conditions & Risk**.
Professional Judgement	Interprets the combined evidence → the preliminary **Priority / Secondary / Monitor / Defer** signal.

Step 1 is predominantly market-evidence driven. Company-specific AdvantAsia tools — Export Readiness, Market Entry Risk, Channel Evaluation, Strategic Positioning, Strategic Price Positioning and Commercial Opportunity Prioritization — are introduced in later Steps and do not govern Step 1.

7 HOW TO INTERPRET THE REPORT

Read Step 1 as a comparison and a set of signals, not a verdict. The rating and rank tell you where a market sits relative to its neighbours; the underlying areas tell you **why**.

- **Rank** is a relative position among the ten markets, not an automatic entry decision.
- **High market attractiveness** reflects the market, not your company's readiness to serve it.
- **Strong economic data** indicates potential, not a validated commercial opportunity for your specific offer.
- **Lower risk** improves the odds of a good outcome; it does not guarantee success.
- Use the KPI direction and operating-condition scores to understand the **reasons** a market ranks well or poorly, and to spot issues that will need validation later.

The purpose of Step 1 is prioritisation: deciding which markets deserve deeper investigation, and why — not deciding where to enter.

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8 USING THE REPORT CONTROLS

A short practical note; the report is designed to be read without technical steps.

- Use the **Market** selector to examine an individual ASEAN market.
- Use the **Year** selector on pages where year-specific analysis applies.
- Some trend charts intentionally show several years even when a single year is selected, so momentum remains visible.

9 USING THE FINDINGS

Step 1 is a management prioritisation tool. Use it to:

- Identify the strongest candidate markets for your ASEAN ambitions.
- Understand the main reasons each market ranks well or poorly.
- Flag the issues that will need validation before any commitment.
- Decide where deeper investigation is justified — and where it is not yet warranted.
- Avoid spreading resources thinly and equally across every ASEAN market.

10 WHAT STEP 1 DOES NOT TELL YOU

Step 1 is screening and preliminary selection. On its own it does **not** establish:

- Verified market size for your specific offer.
- Actual customer demand.
- Competitor and channel reality on the ground.
- Customers' willingness to pay.
- Partner suitability.
- The final Market Entry Strategy.
- The final Go-to-Market Plan.
- The Execution Plan.

These require deeper validation and the subsequent AdvantAsia steps.

11 NEXT STEP

> Markets selected in Step 1 move into **Step 2 — Opportunity Validation**. Step 2 tests whether the apparent opportunity is commercially real and relevant to your specific offer, through deeper sector, competitive and channel investigation and, where part of the engagement, in-market validation such as relevant trade-show or trade-mission participation and approximately one week of in-market investigation.

IMPORTANT NOTES

- Data reflects the periods stated in the report; the latest full-year data is used with multi-year trends where relevant.
- Historical data does not guarantee future performance.
- Regional comparisons support prioritisation rather than automatic market-entry decisions.
- Company-specific assessments depend on the quality of the evidence entered.
- Findings should be updated as new market evidence becomes available.
- Step 1 conclusions are preliminary and subject to validation.

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