



## THE COMPANY

Company: **Kew Organics**  
 Industry: **Organic Skincare**  
 Year of Establishment: **2014**  
 Vision: **To make Kew Organics an affordable luxury skincare brand**  
 Current Size: **5 bespoke facial and retail salons in Singapore**

Driven by positive customers' feedbacks and the growing demand for organic skincare products, Kew Organics sees the value and potential to expand its global footprint. Vietnam was one of Kew Organics' top choices to embark on its internationalization journey, however, the ambition also comes with a set of obstacles.



## THE CHALLENGE

- Unfamiliarity with the culture of the target market
- Low brand awareness among the local consumers
- Intense competition in Vietnam, hindering market penetration



## GLOBALCONNECT@SBF'S ROLE

- Engage, evaluate and prioritise target market to enter
- Forging the avenue for Kew Organics' expansion path
- Strategic and localised marketing advice for the pilot launch
- Build up SMEs' capabilities and fundamentals in the target market



## OUTCOME

- Tap into a local group consisting of more than 1000 influential Vietnamese women
- Successfully listed the company's products in 5 retail spa centers
- Signed an agreement with a local distributor to sell Kew Organics' products



## FUTURE OUTLOOK

Kew Organics aspires to see positive growth in terms of brand awareness, sales revenue and market share in the Vietnamese market. These will be important catalysts and boost their confidence to explore new opportunities in the region, especially the ASEAN countries. Kew Organics also foresees that the team from GlobalConnect@SBF continue to be the guiding light on their internationalisation journey.