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**ANALYZING THE MARKET AND BUSINESS ENVIRONMENT OF
JKS PRODUCT LTD.**

**Bachelor's Thesis
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ABSTRACT

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<p>Jks Product Ltd was established in 2007. Since then they have been doing business in European countries. JKS product Ltd are planning to do some investment in the Asian market.</p> <p>Asia has a very stable economy and the most famous industrial area in the world. There are many demands for the industrial product such as cable trailers, winches, reels stand, reel lifter. So it is a big opportunity for JKS to enter into the new market and expand their business.</p> <p>The aim of the thesis was to provide general information about the market situation of Asian cable trailer market and make some marketing strategy as well as the cost calculation.</p>		
<p>Keywords Market Analysis, expanding business, Finding New Customers; Business-to-business marketing; Cost Calculation.</p>		

CONCEPT DEFINITION

B2B-Business to business.

B2C – Business to Consumer

ROI – Return on Investment

CLV - Customer lifetime value

SWOT - Strengths, weaknesses, opportunities, threats

WOMM - Word of mouth marketing

BRIC- Brazil, Russia, India & China

R&D-Research and Development

ASEAN-Association of Southeast Asian Nation.

WTO -World Trade Organization

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1 INTRODUCTION

Business to business marketing has certain special characteristics compared to traditional consumer products marketing. These characteristics have been commonly known by the practitioner of business to business marketing for decades, this special characteristic was however ignored by traditional marketing theories. Business to business marketing was developed for huge, homogeneous customer market. (Mäkeläinen Ville-Pekka, 1999)

The aim of the thesis is to analyze the market situation and find out the best way to enter the Asian market. Jks product Ltd has successfully done their business in the European market and also in Dubai. Asia. It is known as the biggest market in the world. Asia is known as the most populated region so there is more opportunity. It is growing day by day in terms of production and starting new businesses.

In twenty centuries, many changes have come into business and business marketing. The way of doing marketing is similar in the whole world but the process and the strategy are different in Asia in comparison to Europe. Cultural and religious differences make the business method different. Culture is a big fact for doing global business. Moreover, Asia has the most unique culture in the whole world. So it might be a difficult job to do but not impossible. Because of the more opportunity they have the more business risks they need to take.

The main product is a Cable trailer and there are reel stand and beds, Reel Lifter, Reels, Winches and other products. They are also providing the maintenance service for their customers. Jks product Ltd are doing business with industrial products and services which follows the business to business(B2B) marketing strategy.

All my theories for this thesis are collected from the practical sources, online sources and own real-life analysis.

2 COMPANY DESCRIPTION

Jks products LTD operate in the European trailer and cable equipment market for over 30 years. They have lots of experience with cable trailer which is why they started up JKS product Ltd. Since the company has a large range of product, the company is offering broadly based on the design solution for every customer needs.

In 1984 Jouko Sorvisto (one of the owners of JKS Product LTD) started working with cable trailers and he is the most experienced person in the company. The two other owners are Pasi Jarvikuona and Erkki Kallio, they have also a huge amount of experience in making Cable trailer and related Equipment. Pasi Jarvikuona, Jouko Sorvisto and Erkki Kallio were working in the same company that was called Joko-System LTD.

After that, in 2007 April, they started JKS Product Ltd, which is a renewed business of the previous company and they started with the innovative idea of making cable trailers and newly designed cable trailers. (Jarvikuona P. &, Jks product Ltd, February 2016)

2.1 Company Worker

There are nine people working in this company. The owners also work as employees.

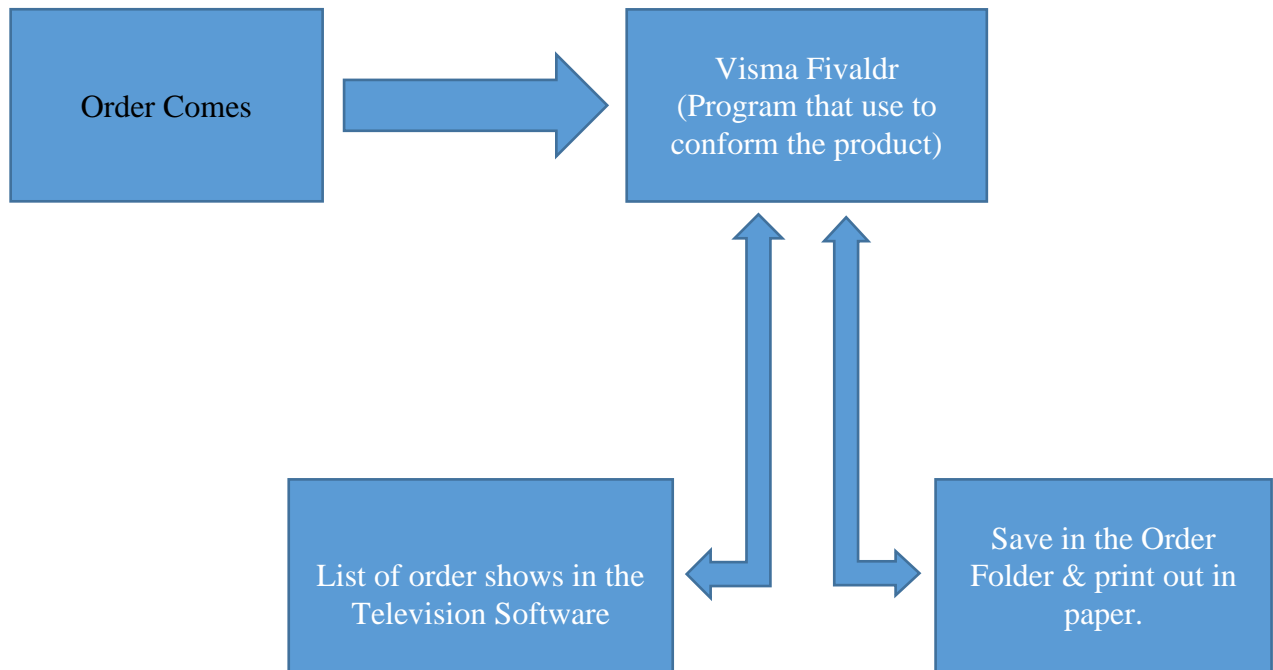
TABLE 1. Age distribution of respondents

Pasi Jarvikuona	Owner, CEO & member of board	Marketing, Financial, Sales, working atmosphere, Welder of the employee & taking care of all management system.
Jouko Sorvisto	Owner, Chairmen of Board, Foreman	Organizing various task to an employee and takes care of buying material.

Erkki Kallio	Owner, Member of Board, Machinist	He does the various task like Assembling, Hydraulic, Machines, Welds component and parts.
Saija Heikkinen	Sales & Designer	Design the product picture with Solid works software, Deal with the transportation, Takes primary Phone calls, and emails come from the customer.
Risto Tiitto	Foreman, Welder	Manufacturers and welds smaller trailer frames.
Risto Takalo	Welder & Mechanic	Manufacture Bigger Trailer frames and all kind of welding and drilling.
Mikko Säilynkangas	Assembler	Put together all kind of trailer and other product.
Kyösti Marjakangas	Machinist & Assembler	Machine all kinds of products and component and also does various difference task of packing
Katja Sorvisto	Mechanic & Handling Raw materials	Taking care of all raw materials and make those ready to use.

2.2 Order Process

This graph describes the order process. After getting the order, it goes to the company open software where every worker can see the order, after that it is printed on paper for documentation.



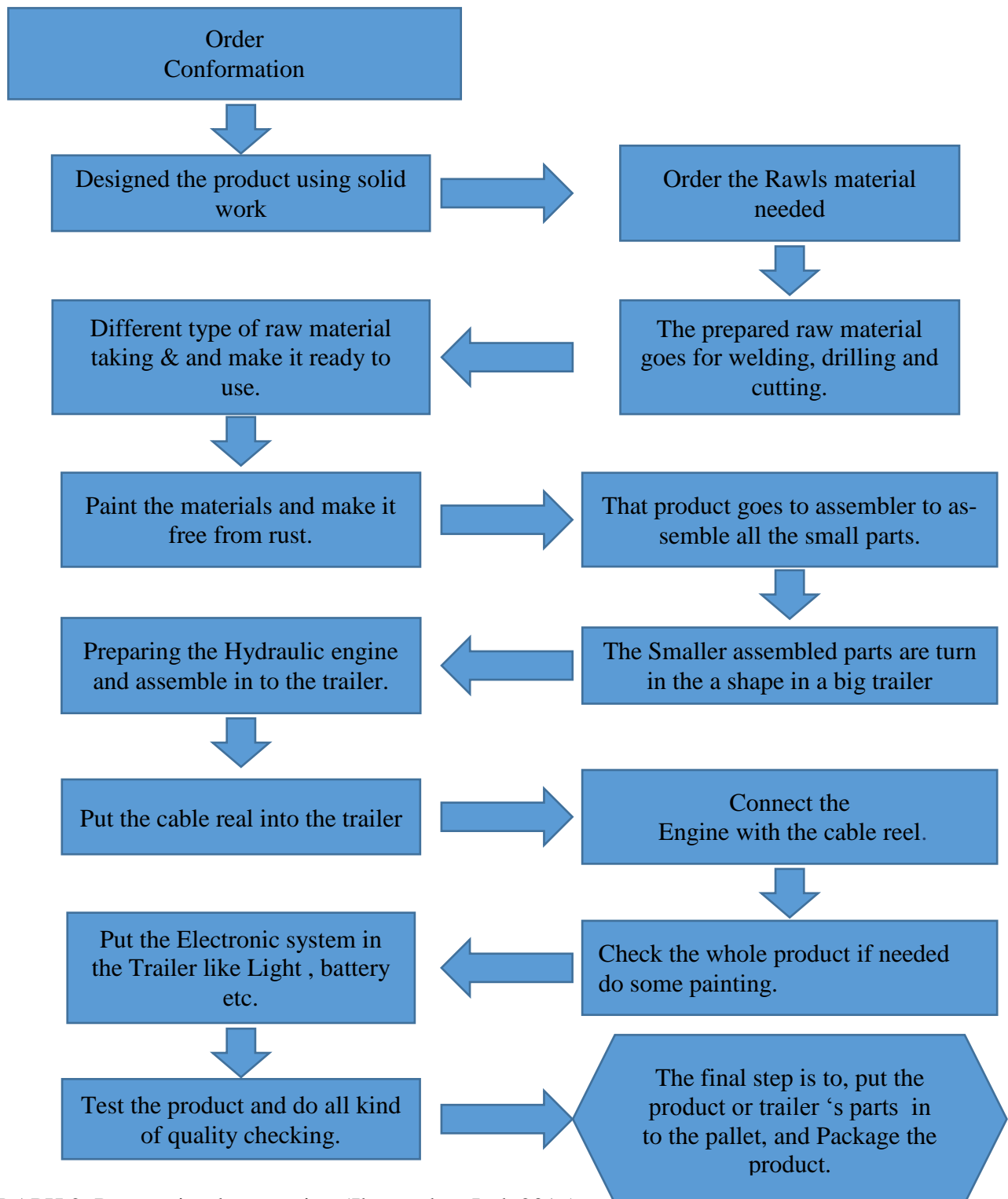
GRAPH 2. Order process. . (Pasi Jaevikuon &, Jks product Ltd, February 2016)

2.3 Process Of Production-Jks

A process is the best way to convert a set of inputs into desired output that customer would find valuable.

.(Jks product Ltd, 2016)

This Graph 2 describes the total production process of Jks Product LTD.



GRAPH 2. Process implementation.(Jks product Ltd, 2016)

2.4 Retailers

There are many retailers who are working for JKS, in different countries in Europe. There are also some retail chains in Finland. From now on, they are not selling any products directly to the customer. Their business is fully connected with retailers.

(Jks product Ltd, 2016)

TABLE 2. Retailers who work with Jks. .(Jks product Ltd, 2016)

Norway "	Melbye Skandinavia AS.
Sweden	Melbye Scandinavia AB.
Italy	OMAC.
France	MG Tec.
UAE	Kone Middle East Ltd.
Switzerland	Gemtex.
Finland	Sumen Kaapelitarvike Oy
Germany	Gemtex.
Estonia	Onninen And SLO.

2.5 Delivery Time

After getting the order, it takes two to three weeks time to make that product but sometimes delivery time can be as long as 10 to 14 weeks. Normally they have fixed delivery time system. Sometimes it has some problem to make the complete product in time but there is some consideration in the case of big cable trailers. (Jks product Ltd, 2016)

2.6 Logistics

In most cases, the cable trailer is so huge and heavy it is difficult to maintain the logistics. The biggest problem is to deliver it across the border.

Because of this reason they do not transport their own, they have some contract with the logistics company who takes those products from Ylivieska (City) to the place of the customer.

TABLE 3. Transportation Companies (Jks product Ltd, 2016)

Finland	Kiitolinja & kaukokiito
France	Schenker
Switzerland	Schenker
Sweden	Schenker
Norway	Transport Savikko, Kuehne & Negel
UAE	Kuehne & Negel
Private Customer	DSV

2.7 Transportation

When the product is ready to be sent some of the workers who finish the last step of packaging put it on the pallet. Then the pallet is taken to Saija Heikkinen, who is responsible for the transportation sector. She checks the cost of the transportation and orders the transportation.

Sometimes the transportation cost is included but most of the time this is excluded. It actually depends on the amount of order and size of the product and the country where the order comes from.

In some cases, they send the big parts separately and the customer assembles those products because those big products are difficult to carry. They provide necessary tools which are needed to assemble. (Jks product Ltd, 2016)

2.8 Warehouse

After getting the product ready they contract with the transportation company so they do not need any warehouse for storage. The product is actually delivered on the day when it is ready. But in the industry area, they have places for keeping their materials. Because it is a metal product they can keep those in open place surrounding the company area. (Jks product Ltd, 2016)

2.9 Sending Invoice

Pasi Jarvikuona is responsible for dealing with the customer about the product detail and sending the invoice. After Saija Heikkinen's confirmation Pasi makes the invoice and sends it to the customer. (Jks product Ltd, 2016)

2.10 Warranty and Service

JKS offers maintenance after the sales have been made final. JKS maintains all brands as well as the ages of cable trailers. All is done in a professional manner. They also maintain other network building tools and provide spare parts to trailers such as drum stands, lifters, etc. Mainly the facilities are in Ylivieska but if needed, they can also go to the customer's place for repair. JKS service can make old trailers/tools be made as good as new.

They also maintain other network building tools and provide spare parts to trailers as dump stand, lifter etc.

In the warranty, if something happens without reason, the products is replaced with a new product. In another case, they provide servicing according to the terms. (Jks product Ltd, 2016)

Mainly the production is done in Ylivieska but in some case, they also provide high-quality maintenance in the customer place and make the old product new. Warranty for the frames and steel parts is 1 year and hydraulics and chassis part is 6 months (Jks product Ltd, 2016)

2.11 Raw Materials & Suppliers

To make a big product, there are many small parts and big parts needed. The main raw materials of the company are aluminum, steel, sheet metal, cables with carbon fibres. Some small parts are made ready from the raw materials to be used in the cable trailer.

There are some parts they actually buy from different companies. They use a Honda engine, which is made in Thailand but they buy it from a retailer shop. (Jks product Ltd, 2016)

2.12 Industrial Marketing

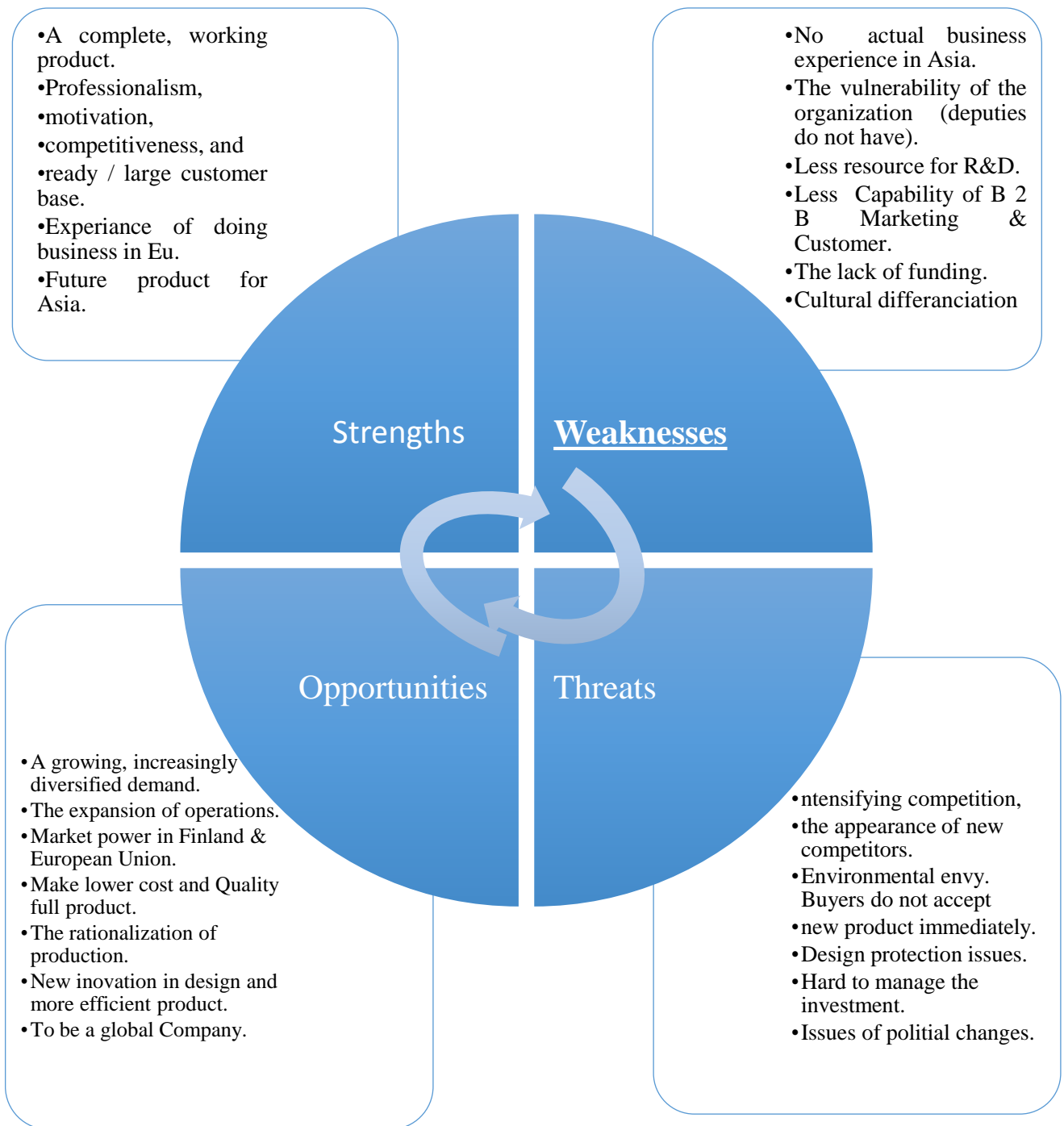
The company is currently doing their industrial marketing, though their retailers do some kind of marketing in their own regions. They do not do direct marketing for their product. But the company does have some marketing activities such as the sales & marketing manager attending some seminar as a representative of the company. They are also working on projects with Centria University of Applied Sciences. This is some kind of networking that they are maintaining to make their company known in the market.

They also sponsor some car and motorbike racing events as a promotional event. They have also some magazine to provide their customer. They also run their own website (<http://www.jks-pro.fi>), Facebook fan page (www.facebook.com/jksproducts), & YouTube account (www.youtube.com/user/jksproducts) where they are releasing many videos about the use of the product, assembling some parts of the product or repairing some parts. (Jks product Ltd, 2016)

3 JKS SWOT ANALYSIS

SWOT analysis is a simple but widely used tool that helps in understanding the strengths, weaknesses, opportunities and threats involved in a project and business activity. It involves specifying the objective of the business and describes the internal and external factors of the company. (Richard & Nancy, 1991)

In the graph, it shows that in the Asian market what kind of strength, weakness, opportunity and threat the company might have.



GRAPH 3. JKS SWOT Analysis (Jks product Ltd, 2016)

4 B2B MARKETING IN ASIA

B2B market means business to business and it actually reflects the business between a wholesaler and a retailer otherwise, it can be between a wholesaler and a manufacturer. In Asia, it is the most popular business theory and because of it, many businesses are running more successfully than before. By doing this the business is easier for the sellers because not every individual can make a single thing perfectly. The individual who is special in that work does this because not one person can manufacture the whole system perfectly. That's why this a great business transaction for them. Business to business selling is like a trade that makes a good relationship between two or more people from the same country or much more. It builds a good relationship for them. For B2B marketing there must be a good personal relationship between two countries or two people. This is an important thing for B2B marketing. The personal relationship brings good bonding between two countries then it will be easier for them to contact them clearly. Like we can say for example that China and Russia. They have a good bonding and that's why buying and selling are easy for them because they have a good relationship. It is a supply chain system that elaborates the business and helps to make a higher position for that business. Trade makes business wider so that business runs perfectly. To take the buyers in an equal platform, B2B companies do the shows and exhibition and the aim is to bring everyone together in order to promote the product and services, there is a large number of exhibition take part by the leading event organizers. It also serves as a channel for interaction between India, China, Bangladesh, Pakistan, Indonesian companies with global firms, to form partnerships and alliances.

To promote the product in entering the new market, we need to introduce the company in the market by having a launching program and inviting well-known company owners or representatives.

India and China are becoming a manufacturing hub and experiencing rapid economic growth is attracting event organizers from foreign countries to base their events in leading cities of South Asia and greater business tie-ups with Asian firms. Asia is the fastest growing area in the world. The most of the industry are established in Asia because of labor cost. So a large sector grew for B2 B marketing. There are lots of companies doing industrial marketing so there is already a created market situation.

There is one major pillar which is changing the shape of b2b marketing, that is social media. Now, this time, people think that social connection is the best way to establish the market. Therefore, every company has their own Facebook page, LinkedIn profile, YouTube channel. Therefore, as Jks product Ltd have their Facebook page and YouTube channels for company's product videos. People are more active in Asia in those cases. Because of that reason, so many companies are doing b2b marketing on behalf of

the company. In addition, companies are doing their own seminars and promotions. However, it is better to have some sub marketing companies who actually help to achieve the goal. They have more connections and links with the other companies. The b2b marketing companies are not that expensive in the Asia Pacific region. (Branowski.M. 2015, Burns, A. & Bush, A. 2014 &)

Kotler, P. 2003

5 MOST POTENTIAL COUNTRY IN ASIA

Source World Bank	2013	2014	2015	2016
SAR real GDP growth (calendar year)	4.8	5.4	6.0	6.4
SAR Current a/c balance (Percent of GDP, calendar year)	-1.3	-1.6	-2.0	-2.1

Note: Forecasts are subject to constant revisions.

Source: World Bank and national authorities	2011	2012	2013	2014	2015
Afghanistan	6.1	14.4	3.7	1.5	
Bangladesh	6.7	6.5	6.0	6.1	6.2
Bhutan	8.1	5.6	6.0	6.8	
India (factor cost)	6.7	4.5	4.7	5.6	6.4
Maldives (CY)	6.5	1.3	3.7	4.5	
Nepal (CY)	3.9	4.6	3.5	5.2	4.8
Pakistan (factor cost)	3.6	3.8	3.7	4.1	4.4
Sri Lanka	8.2	6.3	7.3	7.8	8.2

Note: (1) These real GDP growth estimates and projections are based on respective country FYs unless otherwise noted (CY); (2) Afghanistan 2012 (9 months only), from 2013 calendar year growth;

FIGURE 1. South Asian countries show potential. (World bank, 2015)

If we consider the half of BRIC (Brazil, Russia, India & China.) countries who have the most growing economy, they are located here. One is China and the other one is India. They are the most rapidly growing economies in the world, surpassing by far 1 billion people each. In terms of business and opportunity these countries are in top position. But there are also so many countries which have the opportunity to start, and they are also fast growing countries after India and China. Bangladesh, Indonesia and Pakistan are also growing as business and industrial areas. Economically these countries have very strong GDP growth rate, especially Bangladesh and Pakistan. The high population makes their economy strong. The western companies are more interested about Bangladesh. Bangladesh is in the second position in making textile products. In the textile sector, Bangladesh is very strong, so it says that if Bangladesh stops producing any textile product the world does not have any clothes to wear. There are many international companies building their production. Because of the geographical position they are more suitable for transportation. Bangladesh has enough resources for business. Bangladesh have their own gas, which makes them more efficient in case of production cost. The labor cost is also low. Because

of the developing country position, the other expenditures are also low compared to Europe. In Indonesia, they have the biggest assembling process of mobile phones and cars. So, as many industries grow there will be a good market will create in Asia for Jks. . (World bank, 2015)

5.1 Bangladesh

TABLE 3 Basic Information of Bangladesh (World bank, 2015)

Class	Adequate ability to pay
land policy	Restrictive land policy
Special conditions	ST: The company, a bank and a state party, guarantees an individual basis. Payment method recommended in the letter of credit. MT / LT: the guarantee of the credit requires that a project financing structure reduces the country or counterparty-related risks. Public projects, comply with the principles and possible restrictions on financing sustainable market-based lending
Capital	Dhaka
Area	143.998 km ²
Poultion	156,600,000
GDP/Capita	900 USD
Currency	BDT

5.1.1 Legal Factor

Bangladesh has a strict government & the people have to maintain some laws which are regulated by the elected government. Legal factors have same for all the classes of people. Business tax, income tax, value added tax, traffic rules, legal housing, minimum wage, worker rights, capital outflow policy & foreign investment issues are the main legal factors of Bangladesh. For starting a business, the owner must have a legal notice and with this he could start a business. There are private and public sectors in business. The government is cutting jobs because he is thinking that the private sectors will grow to create new jobs in the economy. Some initiatives are sometimes backed by the legislation. The response of the government show dedication to the employees and for this, there will be a good impact on the business economy. The government rules have to except for all the citizens of Bangladesh. The citizens have to maintain the traffic rules. There are fixed wages of every worker. There is a minimum wage for them and if the owner of the industry fails to fulfill that, he must be punished for it. For the capital outflow, money can go and will come back. The citizens have to pay tax on their personal income. The direct text is a levy that is both imposed and collected on a specific group of people or organizations.

Indirect taxes are collected from someone or some organization other than the person or entity that would normally be responsible for the taxes. (BKMEA, 2016)

5.1.2 Economical Satiation

Bangladesh is very large in purchasing power. It is the 32nd largest in the world by purchasing power parity. The economic situation is growing day by day and the government is improving it by promoting 'Digital Bangladesh'. Bangladesh has lots of natural resources but the resources are could not be used by the lack of skilled workers, political instability, and corruption. The way the political instability happens, it makes the economic situation lower and in trouble. In the decade since 2004, Bangladesh averaged a GDP growth which is 6.5%. Bangladesh is mainly an agricultural country and it has a huge profit from the agricultural site. Most of the people depend on the Agriculture. About 80% people depend on Agriculture. The another biggest economical site is manufacturing cloth and exporting Jute. The Bangladesh Manufactures and Exporters Association has predicted that the export has risen from 2005-2006 to US\$15 billion by 2011. The women are working more than before and the female participation is getting higher from 1996 to 2010 it is increased in 24% to 36%. This will impose a good impact on the national economy. The GDP in Bangladesh is extended 6.51 % in 2015 from 2014 which is reported by the Bangladesh Bank. (BKMEA,2016)

Major Economic Indicators for Bangladesh	
Indicators	Figure
GDP (Current Market Price)	USD 194.55 bn
GDP (Constant Market Price)	USD 105.98 bn
GDP Growth Rate (Projected by IMF)	6.80%
GDP Growth Rate (Projected by ADB)	6.70%
GDP Growth Rate (Last twelve year's average)	6.12%
FOREX Reserve (September, 2015)	USD 34.7bn
Inflation (October, 2015)	6.21%
Remittance (2014-15)	USD 15.3 bn
Remittance (2015-16, up to September)	USD 5.03 bn
FDI (2014-15, July to March)	USD 1.74 bn
Export (2014-15)	USD 29.11 bn
Import (2014-15)	USD 40.4 bn
Exchange rate	BDT 77.8/USD



Source: IMF

FIGURE 2. Major economic indicator of Bangladesh

5.1.3 Political

There is political instability in Bangladesh. For this, the business and economic condition are not growing rapidly. Because of corruption and other illegal factors Bangladesh is getting worst day by

day. The prices of goods and other necessary things are increasing day by day. It's really hard for the normal people to deal with it. As Bangladesh is a poor country so it's really difficult for the normal people to buy necessary things for their everyday needs. Bangladesh is a democratic country. After every 5 years, the people of Bangladesh select their prime minister by voting. The individual must be older than 18 otherwise, he or she cannot be capable for the election. The prime minister is the head of Bangladesh. He is elected by the parliament. Bangladeshi parliament has 350 members and 45 seats are reserved for the women. Many of scholars think that Bangladesh is just using the theoretical concept of Democracy. To set arbitrary form of power most of the political party apply undemocratic practices. In Bangladesh there is no fair election happens. People call it democratic parliament but there is an unfair election. Lots of corruption and partialities are done for holding the ownership of the leaders. For a well developed and well-advanced country, the political thoughts must be fair. A fair election and the participation of all parties are necessary for this. This type of partial decisions are making Bangladesh lower and the growing of economic situation is getting fall. (Carebd. 2016 & perspectivebd, 2013)

5.1.4 Opportunity and Threats

In business, Bangladesh has grown up the attention for the Tea, Jute, and Readymade garment things. As Bangladesh is an agricultural country it has lots of source of jute for cultivation. That's why there is a big amount of jute in here and same as for tea. Sylhet is known as the king of traditional growing tea area. Srimangal is known as the tea capital of Bangladesh. Lots of tea gardens are available in here. For this Bangladesh is rich in growing tea. Bangladesh earns a lot of foreign currencies by exporting Jute and Tea. Another business opportunity is textile miles. Bangladesh is rich in exporting garments this recent day. There are lots of opportunities in exporting the natural resources like gas, oil, coal etc. Frozen food, Leather goods, and jute goods are also available here. There are low labor cost and availability of huge amount of labor.

In Bangladesh there is less job opportunity which is very important for developing a country cause if they don't ensure the unemployment rate zero, it will be very difficult for the people of that country to be stand up perfectly.

There are climate changes in Bangladesh. Floods, Cyclones, Earthquake and a big amount of rain makes the agricultural sector poor and this is difficult for the households. Severe environmental damage is created by the threats. Political instability is the another threat of Bangladesh. Lots of corruption

is available in Bangladesh and for this Bangladesh is not politically stable. Bangladesh is not economically stable. The businessman faces lots of economic problems. There is lots of labor in Bangladesh but they are not perfectly used because of the lack of well teaching and education. Skilled workers are not available in Bangladesh. The communication is the another great problem. There is a lack of communication and transportation in Bangladesh. (BKMEA, 2016)

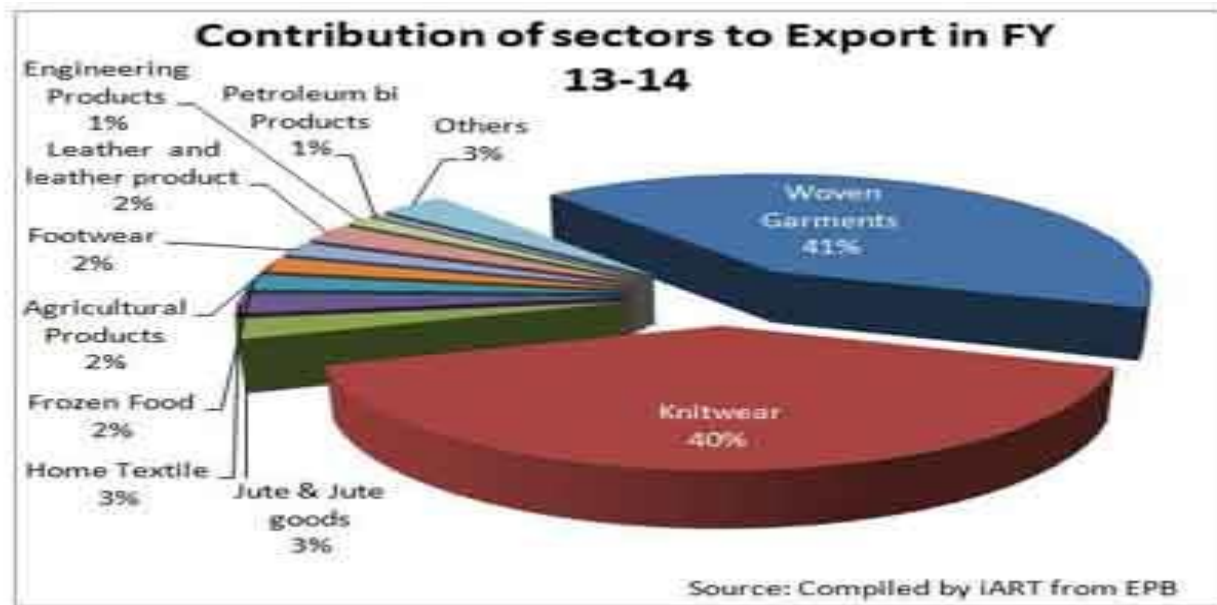


FIGURE 3. Sector of export in Bangladesh. (BKMEA, 2016)

5.1.5 Import Export Rules

Bangladesh is normally import with China, Kuwait, Singapore, Japan and India and export with the UK, USA, Germany, France, Italy, Spain, and the Netherlands. Bangladesh is rich in exporting Jute, Tea, Frozen food, Garment's things, Fishes etc. And import Machinery and equipment, Cement, Chemicals, iron and steel, Petroleum products etc. Bangladesh is rich in exporting garments things because 3 million Bangladeshis are employed in an industry where 90% is the women. Besides this Bangladesh produces Rice, Sugar, Wheat and scrap metal. Bangladesh must have an actual balance in importing and exporting. The imported goods should be imported as the people demand. It should be imported by their recent demand, then the supply should get higher as their wants. Exporting goods are set in which Bangladesh is rich in. The people of Bangladesh must be educated on new initiatives. (Ministry of Commerce Government of the People's Republic of Bangladesh, 2009 /2012)

Tariffs barriers

Tariff

Bangladesh import policy places rules, regulations and controls on the import of products. Some product restrictions are applied by government organizations, which include:

- banned list
- restricted list
- freely importable items (imports falling outside the above lists could be imported either freely or by fulfilling specified conditions)

All other permitted imports require a Letter of Credit Authorisation (LCA) form to be completed:

- allowing registered commercial importers to import without the need of an import licence
- importers must lodge a 10 to 100 per cent cash margin against covering letters of credit (depending on the business relationship with the banker)
- import transactions are governed by regulations specified on the Import Policy Order (IPO) issued by the Chief Controller of Imports and Exports, Ministry of Commerce
- foreign exchange is controlled by the Bangladeshi Bank in accordance with Foreign Exchange Control policy
- allocation is administered through authorized financial institutions
- all imports must be supported by a letter of credit, except for the import of capital machinery and raw materials for industrial use.

There is a short list of prohibited goods including, most second-hand goods. Penalties for the smuggling of illegal narcotics are severe.

Some engineering products must comply with established technical standards and require an inspection certificate issued by a recognized organization.

Duty

There has been a reduction of duties in recent annual government budgets. The peak rate of basic import duty has fallen to 25 per cent. The other applicable charges are:

- advance income tax: five per cent
- value-added tax: five to 15 per cent
- supplementary duty: 10 to 150 per cent, also applicable on luxury items.

Customs duties are levied on all imports except:

- generators
- IT equipment
- raw cotton
- textile machinery
- certain types of machinery used in irrigation and agriculture
- animal feed used by the poultry industry
- certain drugs and medical equipment.

Duty rates of five to 25 per cent include:

- general input items
- basic raw materials
- intermediate and finished product.

Supplementary duties are levied on 'luxury' items such as cigarettes and perfume.

Excise duties have been abolished on all items except manually prepared cigarettes, bank accounts and textiles. Food and medicine used in the poultry and dairy sectors, raw cotton and textile machinery are exempt from Value Added Tax (VAT).

Visitors may bring into Bangladesh up to 200 cigarettes, a maximum of one litre of alcoholic beverages and approximately A\$5000 without declaring it.

Samples in reasonable quantity can be carried here during travel and no tax is required. However, duty is applicable on samples if sent by courier.

Product certification, labelling and packaging

Labelling

Outer containers should bear the consignee and port mark and should be numbered to accord with the packing list, unless the contents can be otherwise readily identified. Buyers should guide exporters. Outer containers weighing more than one tone must have the gross weight stenciled on the top and two sides.

All goods must show the country of origin in large indelible letters, preferably in English, on label or container.

Packaging

Packing should be strong and should guard against extreme heat in summer, humidity in the rainy season and possible storage in the open.

Instructions for handling should preferably be expressed in English or self-explanatory symbols.

Packing material likely to carry diseases must not be used and hay or straw used as packing require special certificates.

Descriptive product details for manufacturers will assist clearance and some engineering products will require an inspection certificate.

Methods of quoting and payment

Quotes should be by pro-forma invoice and preferably in US dollars on Cost and Freight Bangladesh port. Freight and insurance components should be separately shown.

Payment for most imports must be made by irrevocable letter of credit (L/C). However, export can be made through cash against documents (CAD) without any L/C in limited cases. Importers must lodge 10 to 100 per cent cash margin on letters of credit.

Payment for capital machinery and industrial raw materials could be made on Document Acceptance (DA) and Deferred Payment (DP) basis.

Payment by sight draft bill is permitted for books, journals and periodicals.

Documentary requirements

No prescribed form, with a minimum of three copies required. The invoice must be signed by the manufacturer or shipper and must indicate the:

- name and address of both shipper and consignee
- importer/Consignee VAT registration number
- date, name of vessel and port of shipment and destination
- bill of lading number and date
- marks, numbers, weights, measurements and type of package
- value of merchandise
- L/C number and date.

Fax signatures are not acceptable.

Must contain the following affidavit signed by the shipper or his agent and authorized by an approved authority: *'We certify that the goods are in accordance with pro-forma invoice/indent number....., dated....., and that they are of EU origin.'*

Pro-forma invoice

Five copies are required and a full description of goods, country of origin, gross and net weights and full cost and freight (C&F) value or Free On Board (FOB) plus freight charges.

Bill of lading/Airway bill

Three copies of original bill of lading, no prescribed form, but must show the product name, gross weight, dimensions, invoice details or as specified in the L/C.

All negotiable copies must be endorsed to the order of the bank opening the L/C. All postage parcels must be addressed to the bank opening the L/C and not to the consignee.

Packing list

Not compulsory, but assists clearance.

Insurance

Must be arranged by importer with any local insurance company.

Weights and measures

The metric system.

(Ministry of Commerce Government of the People's Republic of Bangladesh, 2009 to 2012)

5.2 China

TABLE 4. Basic Information of China (World bank, 2015)

Class	Good ability to pay
land policy	Flexible land policy
Special conditions	The risk period less than 2 years: No restrictions based on the destination country. The risk period is 2 years or longer: the guaranteed case by case basis, taking into account the volume of the transaction, counterparty, and collateral, as well as the host country environment.
Capital	Beijing
Area	9,572,900 km ²
Population	1,357,400,000
GDP/Capita	6.560 USD
Currency	CNY

China is a state of East Asia which is known as world's highest crowded kingdom. Most of the people here use the Chinese language. It is a land with 9,572,900 km square. The number of people living here is 1,357,400,000. The population is the main strength of the chain. They are utilizing their population in the industrial sector and made the labor cost cheap. So it makes the difference between other countries in the world.

The people staying here is so many that china is called the thickest state. The cast of china is more than it is normal area. The environment of China is not so good as it has many pollution problems. Because of an industrial country, it has to face so many pollution problems like air pollution which destroy the efficiency of the land. The government is taking necessary steps to clear it out. So it is more difficult to build a production in china. Because government is concern about their environment.

This is one of the powerful countries in the import-export business. It is known as the world's greatest exporter and second largest importer. China is a member of WTO (World Trade Organization).

It is the great foreign holder. Most of the things people use are made in china. It is rich in export. The economic section of china is making this country day by day richer. It is advanced in new powerful machines, science, and technology which make it the more glorious country than the other countries of the world. This is making the country great in economic level. Because of rich technology the economic condition and the production is getting higher. China's transport system is good because of well networking system and for the large highways. It is a busy country with lots of people so it needs clear transport system for the nations of china. It is rich in automobiles too. (World bank, 2015)

5.3 India

TABLE 5. Basic Information of India (World bank, 2015)

Class	Adequate solvency
land policy	Flexible land policy
Special conditions	The risk period less than 2 years: No restrictions based on the destination country. The risk period is 2 years or longer: the guaranteed case by case basis, taking into account the volume of the transaction, counterparty, and collateral, as well as the host country environment
Capital	New Delhi
Area	3,287,263 km ²
Population	1,252,100,000
GDP/Caita	1,570 USD
Currency	INR

India is another state of south Asia and is known as the second crowded country of the world. It has a large area which is 3,287,263 km square. It is called the seventh largest state by area as its area is too high. This country's population is so many and its land area too. It is determined by the Indian ocean, Bay of Bengal and Arabian sea. Most of the people are Hindu here. Their official language is Hindi. There are so many languages the Indians use but most of them are use Hindi. The capital of India is New Delhi. Mumbai is known as the largest city in India. Hinduism is high in India and others are Islam,

Christianity, Sikhism, Buddhism, Jainism etc. 79.8 % Hinduism are living here. The currency is Indian rupee.

India is large in economic condition. The GDP of 2016 is \$8.727 trillion, per capita \$6,664. The estimating Nominal GDP is \$2.384 trillion and per capita \$1,820. It is very powerful market condition and known as the seventh largest economy by market exchange rates. The economic condition of India is getting higher day by day. It is large in machinery and technologies. And this is making India richer because of great technology system is making India powerful. Modern technologies and the advance system are necessary for a good economical country and India is adopting them for the development of the country. It is the tenth largest importer and the ninth largest exporter in 2011. It has a free economy so it's easy for the other countries to deal with it. India is good in exporting dry foods, Fruits, Jute, Milk, Vegetables, Fiber crops and major spices. It also supplies rice, wheat, and fishes. Because of lots of rivers are here, it is easy for Indians to collect fishes and lands are also huge in India. So they can grow rice as they want. But India's population is growing faster than its ability to produce rice. The prime Minister of India is the leader of the government. The governments are elected every five years by the people of India because it is a Democratic country. Where the majority occurs the person is elected as the Government. There are so many parties in India. Regional party, National party. Every party has a different symbol and registered with Election commission of India. (World bank, 2015)

5.4 Asean (Association Of Southeast Asian Nation)

The ASEAN Charter serves as a firm foundation in achieving the ASEAN Community by providing legal status and institutional framework for ASEAN. It also codifies ASEAN norms, rules and values; sets clear targets for ASEAN; and presents accountability and compliance.

The ASEAN Charter entered into force on 15 December 2008. A gathering of the ASEAN Foreign Ministers was held at the ASEAN Secretariat in Jakarta to mark this very historic occasion for ASEAN.

With the entry into force of the ASEAN Charter, ASEAN will henceforth operate under a new legal framework and establish a number of new organs to boost its community-building process.

In effect, the ASEAN Charter has become a legally binding agreement among the 10 ASEAN Member States. It will also be registered with the Secretariat of the United Nations,
(Asean.org, 2016)

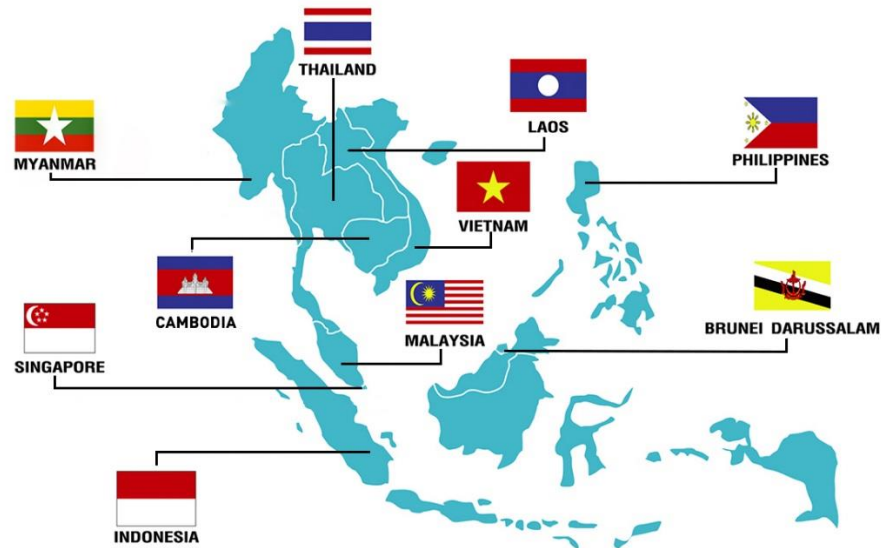


FIGURE 4. List of Asian country (INVEST ASEAN, 2015)

TABLE 7 Economic Freedom In ASEAN (Holmes, K.R., Feulner, E., J & O'Grady 2008)

Country	Overall Source	Business Freedom	Trade Freedom	Discal Freedom	Government Size	Financial Freedom	Investment Freedom	Property Rights	Freedom from Corruption	Labor freedom
Singapore	87.4	97.8	90	90.3	93.9	50	80	90	94	99.0
Malaysia	64.5	69.0	76.2	82.2	80.8	40	40	50	50	78.7
Thailand	63.5	72.1	75.2	74.7	90.7	50	30	50	36	89.6
Philippines	56.9	53.0	78.8	75.8	90.2	50	30	30	25	61.9
Cambodia	56.2	43.0	52.2	91.4	94.2	50	50	30	21	49.1
Indonesia	53.9	48.8	73.0	77.5	89.7	40	30	30	24	59.5
Vietnam	49.8	60.0	62.8	74.3	78.0	30	30	10	26	57.3
Laos	48.2	60.8	57.0	71.0	92.1	20	30	10	26	52.3
Burma	39.5	20.0	71.0	81.7	97.0	10	10	10	19	20.0
Brunei	---	--	--	--	--	--	--	--	--	--
Asian Average	57.9	58.3	70.7	79.9	89.6	37.8	36.7	34.4	35.7	63.1

World Average	60.3	62.8	72.0	74.9	67.7	51.7	50.3	45.6	41.1	62.1
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This chart shows that the future opportunity of spreading business. After entering China, India and Bangladesh JKS Product Ltd will get the chance to spare their market in other Asian developing country. In this chart, it shows that the over Asia have a nearly same range of opportunity level compare to the whole world. In some cases, it also accedes the average limit of the whole world. for example Deiseal Freedom, Government size, Labor freedom. So this is a future emulation for JKS. (Holmes, K.R., Feulner, E.,J & O’Grady 2008)

6 STRATEGY TO ENTER THE MARKET

Strategy is one of those words that is used commonly in the business world but which cannot easily be defined (Mintzberg et al.1998)

There are many ways to enter the Asian market, such as Exporting, Licensing, and franchising, Representative Office, establish countries Subsidiary, Equity joint ventures or wholly-owned foreign Enterprises. One best way to entering into Asia market is a combination of entry methods. The company has to consider number Financial, Operational and resource factors. Export into the chain, Exporting may be effecting that cannot or will not have any significant financial investment in Chains, Indian, and Bangladeshi market. The company can sell their product either with the local distributor or through it is own local seals subsidiary. Using distributor can have its own challenges, more often Asian distributor sells multiple products sometimes even competing once. Make sure that the distributor favors the product over another, it can be hard to monitor. If the company nearly export to the chain, India or Bangladesh, the distributor or buyer might switch purchases to the cheaper supplier or even just threatened to get a cheaper piece or someone can start making the product within the chain, and threatened your market share. Under a Licensing and franchising agreement a foreign company can get the rights their tangible property, like technology, or design or branding to an Asian company for specified period of time. The company may have to enter into Asia by FDI (Foreign Direct Investment) which implies investing directly establish a physical presence. Establishing a subsidiary is the most advanced form of entry through Decompile that are ready to commute a long term often choose an establish subsidiary to wither to a majority joint voucher or as a holy on enterprise.

Pricing Strategy is the best strategy to get the most market position. Asia is known for the pricing strategy. Pricing is particularly critical and complex variable in international marketing strategy. In international markets piecing decision are affected by a number of additional external factor, such as fluctuation in exchange rate, inflation, the use of alternative payment methods such as barter, counter-trade, leasing, and the use of various terms of trade and terms of payment and the last is to decrees the production cost. Provide a quality full designed product could be a good strategy. Because there are few companies is providing cable trailer in the Asian market but most of them are not well designed as JKS. Product Ltd. (Msriusz Branowski,International Marketing course,2015)

7 COMPETITIVE ADVANTAGE

Competitive advantage is the thing which makes the company best at this own business area or the reason of customer buying the product. Competitive advantage differentiates a business from their competitor. (Mäkeläinen .1999.)

Jks product Ltd is best because of the design. This is the most valuable competitive advantage of Jks. Their product is completely designed by the 3d CAD design software. For that reason, the product measurement and size are so accreting. Every time, customer have different kings of the requirement of design, so every time they make a new product and it is an innovation which is done by the specialize engineer. For this 3d software, they are not only innovative but also minimize the product cost by doing no mistakes. There is the most competitive advantage they have in the circumstance of Asia. They have the most skilled workers and also experienced. The technology which they are using is also some kind of advantage for them because in Asia most of the metal company use manual way of processing metal product. (Mäkeläinen .1999 & Jks product Ltd .2016 & Kevin, L., K. 2003)

8 COMPETITOR

Most of the competitor are belongs to the chain and there are a couple of company from the Taiwan. Not all the company are doing business with cable trailer. The list of the competitors is doing either service or making some helping tools. There are only two countries who are supply Cable trailer and Winches in the Asian region. Therefore, there are not so many competitors in Asia. Guangdong Power Tools Factory (China) and JUN KAUNG INDUSTRIES CO., LTD (Taiwan) this two company are making some cable trailer but they are not making any product related to the Jks product. In comparison to that, there is a difference of design and the quality.

8.1 List of Competitor

The List of competitor says that who is the competitor of the Jks Product Ltd is Asia.

JUN KAUNG INDUSTRIES CO., LTD

Company Profile Business Type:

Manufacturer / Exporter / OEM / ODM Monthly Capacity: US\$ 1100,000.00 Monthly Output: US\$ 800,000.00 Target Export

Market: Europe/Russia/Japan/Asia/Australia/Africa/Mid-east/Middle & South American/American & Canada Percentage Export: 99% Minimum Order: USD 5,000.00 / Per shipment Major Customers: Agents/Trade/Manufacturer

Main Products:

Vehicle parts, Hand tools, Hand tool, Hand Puller, Safety belt, Tie Down Set, Tie Down Buckle, Trailer Winch, Trailer Jack, Web Sling, Tow Rope, Stretch Cord, Hook, Hydraulic Cable Cutter, Hydraulic Crimping Tools, Cargo Net, Trailer Winch 00940.

(Etradeasia ,2016)

Country/Region:

Taiwan

BAZHOU DELI POWER TOOLS FACTORY

Company Profile Business Type:

Deli Tools has more than 30 series, 1000 kinds of products. The main products: fiberglass duct rudder, cable roller, cable drum jack, cable pulley, wire grip, cable drum trailer, cable pulling equipment, wire and cable scissors, bulbar machining tool, lifting tackles, security and insulated tools, etc. The product mainly applies in the electric power, railroad, water conservation, communication and many departments. Depending on the reliable quality and reasonable price, Deli Tools was highly appraised by its clients. Our products were

exported to Chile, Saudi Arabia, Mauritius, Ethiopia, Britain, US, Japan, Australia, Hungary, etc.

Main Products:

Fiberglass duct rudder, cable roller, cable drum jack, cable pulley, wire grip, cable drum trailer, cable pulling equipment, wire and cable scissors, a business machining tool, lifting tackles, security, Drum Trailer/Cable Winch and insulated tools

Country/Region:

China. (Etradeasia, 2016)

HI-POWER LOCK CO., LTD.

Company Profile Business Type:

Hi-Power Lock Co., Ltd. was founded in 1982. We are a leading manufacturer in Taiwan, which specialize in producing Anti-theft devices and locks for various types of vehicles. Currently, our major products available are Steering Wheel Lock, Tire Lock, Brake Lock, Cable Lock, U Shackle Lock etc.

Main Products:

Steering Wheel Lock, Tire Lock, Trailer Lock, Cable Lock, U Shackle Lock, Spare Tire Lock, Handle Lock, Wheel Clamp

Country/Region:

Taiwan (Etradeasia, 2016)

GUANGDONG POWER TOOLS FACTORY

Company Profile Business Type:

Guangdong Power Tools Factory. Was located in Bazhou, Langfang, Hebei, China, which is founded in 1995 with 10000 square meters gross building area. Moreover, we are in a favorable geographical location, which is only 90 KM far away from Beijing and 70KM from Tianjin. Now we have grown to a big firm with three independent production plants. After years' development, Guangdong has built long-term business relationships with many construction tools manufacturer in both domestic and foreign market.

Main Products:

Duct rodder, cable roller, cable drum jacks, cable trailer, cable stripper, cable puller, cable grips, cable socks

Country/Region:

China(Etradeasia, 2016)

MS. DAISY LIU & YEAHUI TECHNOLOGY LIMITED

Company Profile Business Type:

Founded in 2005, Yeahui is a well-known cable manufacturer and exporter in China. It is committed to a variety of PVC molded Cable, wire harness, and electronic connectors. Which are widely used in automotive diagnostic equipment, industrial equipment, agricultural machinery, marine equipment, military products, medical equipment, IT/Communication field...We mainly offering OBDII cable, vehicle cable, ECU cable, test lead kit, motorcycle cable, truck/trailer cable, automotive wire harness, wiring trailer light All of our products are customized to meet any needs and requirements from the customers all over the world. Yeahui has committed itself to becoming a respected company, through this year, we have got a high reputation among customers worldwide through R&D capacity, strict quality.

Main Products:

Obie cable, truck cable, motorcycle cable, trailer cable, diagnostic test lead kits

Country/Region:

China (Etradeasia, 2016)

NINGBO GREEN MACHINERY MANUFACTURING CO., LTD**Company Profile Business Type:**

Green is a professional manufacturer for HAND TOOLS like Hand Winch ,Hand Puller, Ratchet Buckles etc.

Main Products:

hand winch (trailer winch, lashing winch), ratchet tie down, cable puller and hardware accessories

Country/Region: China (Etradeasia 2016)

Bangjie power tools factory**Company Profile Business Type:**

Bangjie Power Tools Factory. was located in Bazhou, Langfang, Hebei, China, which is founded in 1995 with 10000 square meters gross building area. And we are in a favorable geographical location, which is only 90 KM far away from Beijing and 70KM from Tianjin. Now we have grown to a big firm with three independent production plants. After years' development, Bangjie has built long-term business relationships with many construction tools manufacturer in both domestic and foreign market. We are specializing in manufacturing and marketing construction tools such as engineering, electric power, communication, lifting, insulation, transportation and so on.

Main Products:

Duct is, cable roller, cable drum jacks, cable trailer, cable stripper, cable puller, cable grips, cable socks

Country/Region:

China. (Etradeasia, 2016)

CIXI XINZHIRAN ELECTRONICS CO., LTD**Company Profile Business:**

CIXI XINZHIRAN ELECTRONICS CO., LTD is a well-established manufacturer and exporter supplying a wide range of cables and accessories. The main products include HIGH SPEED (with Ethernet) HDMI cable and adapters, USB cable, Network cable, patch cord, VGA cable, SATA cable, A/V Cable and related accessories.

Main Products:

HDMI CABLE, NETWORK CABLE, VGA CABLE, TRAILER CABLE

Country/Region: China (Etradeasia, 2016)

CIXI XINZHIRAN ELECTRONICS CO., LTD

Main Products: Network cable, HDMI cable, trailer cable, USB cable...

Country/Region:

China. (Etradeasia, 2016)

9 ASIAN CULTURAL FACTOR

“Cultural standards mean all sorts of perception, thinking, evaluating, and action which the majority of the members of a specific culture accept personally and for others as normal, typical and binding.

Own and forehand behavior is evaluated and regulated on base of these cultural standards" (Thomas 1993, S381, translated by Hansen)

9.1 Language

There are 19 different languages and there are 100 of different dilates. Most of the languages spoken in Bangladesh Pakistan and northern India are the Indo-European languages.

9.2 Religion

Probably most influential or section in that entire unit, the religion found in here most of the are Hindu Islam, Buddhism, and Islam. Most people are in India and Nepal are Hindus Muslim equals the second largest religion, there is also see them Jane is on in Christianity found throughout and the second large and third large is going to be Buddhism. Bangladesh, Pakistan, and Indonesian people actually believe in Muslim and China are mostly Buddhist. (Asian Religion and Studies Lecture & Santa Fe College 2013)

9.3 Relationship

Greetings-In the Asian cultural is two-handed handshakes and which one grabs the shaking hand with the polite smile is a respectful greeting.

Building process; people are comfortable building relationships with honorable people who show respect to those who whom respect you. as a relation.

Relationnship are unequal it is important if you wish to have honorable to show respect age, seniority and educational background. The manager tends to be to the directive that reflects basic Computing

concepts of the hierarchical nature of society. In return, of Loyalty, the boss is expected to show consideration and interest in all aspects of support for life. There is often the close relationship between the senior management of the company local party officials.

It is important that you do not make people lose face in front of their own group always respect seniority and not opening with disagreeing with who is most senior to you.

A business card should be formally exchanged at the beginning of meetings, treat the business card with great respect as the card is the man. Meetings often long and seemingly, without clear objectives, very often meeting as an exercise in relationship building any aim of the meeting is to move that relationship and specific business task. It can take several very long meetings before any tangible progress is made patience is essential if you wish to capitalize on the situation.

The Chinese are very interested in long-term commitment, build long-term goals and objectives into a proposal, to be to direct striped of diplomacy consensus and Harmony, remember this takes the time to achieve. Do not assume comprehension is it often use for go over the same point several times from different angles in aid comprehension.

It is difficult for Asian to say no directly, anything other than a direct yes could mean no, be respect and reflect on the seeming agreements reached has an agreement actually language has been reached! It is difficult to read body Languages, as by western standards is someone new to the China. Be Bavaria to change of poacher for animation.

Gift giving is an important everyday part of Chinese business culture giving and receiving Gifts help to build relationships. Takes gifts with you when visiting and put some thought of effort into the gift selection and wrapping process. Always wrap gifts before giving them. Gifts are rarely open in front of giver but it showed that using the right color for all your gift wrapping and do not carried into the country pre Wrapped often it will be opened by Customs.

Dress code are very important in that region. Well-dressed up in the meeting and always be formal during the business meeting and dealing. Shirts, Formal pant, blazer are counted as a good cloth.

Chinese ,Bangladeshi Indonesian Pakistan, and Indian are intensely patriotic rise do not make disparaging remarks about the country its political situation on human rights and Lastly entertaining is very important in a relationship building process if entertaining to do it while being entertaining to the banquet take you lead to your hosts, they will really enjoy taking you through the process get it right and you'll have access to one of the largest Region in the world get it wrong and need to head back home. (Chinese Business Etiquette and Culture, Bucknall K. B,1994 & Hoeks.V & TEDx Talks, 2014)

10 DIFFERENCE BETWEEN ASIA AND FINLAND (PRODUCTION COST)

The goal is to enter the Asian market with the Cable trailer so the main thing is to consider the product cost. There is an option to export from Finland but it cost more than making it in Asia. Because in Finland the cost is so high and there is high taxation.

The importing product from Asian region is much easier and chipset than other Europe country.

There is a big difference in production cost between Europe and Asia. The Cost actually defers in Living cost and Cheap labor cost.

I choose Finland from Europe and Bangladesh from Asia.

Difference between Finland and Bangladesh

Product Name-2330 JKS T750

Name of equipment	Amount	Finland	Bangladesh
JKS laita_320, PST 1000	2 kpl	47 Euro	44 Euro
JKS valosuoja, PST 1000, L=1494	1 kpl	18 Euro	15 Euro
JKS lukonkiinnike, PST 1000, L=150	4 kpl	2,7 Euro	2,2 Euro
JKS kulma30_30, PST 1000, L=230	4 kpl	2 Euro	1 Euro
JKS pääty150x70, PST 1000	2 kpl	1,3 Euro	2 Euro
JKS pääty_230, PST 1000, L=1490	2 kpl	16 Euro	14 Euro
JKS lukonkiinnike, PST 1000, L=150	2 kpl	2,3 Euro	2 Euro
PST 1000 rungon tukilatta	2 kpl	2 Euro	1,2 Euro
F-vaneri I F/V R/R 12mm, 12x1500x3000	1 kpl	93 Euro	93 Euro
Gansi hdpe 1500x3000 perävaunun kuomu	1 kpl	411 Euro	370 Euro
Sim LED yhdistelmä takavallo, vasen	1 kpl	75 Euro	73 Euro
Sim LED yhdistelmä takavallo, oikea, sis. peruutus- vallo	1 kpl	75 Euro	71 Euro
LED äärivalo, valkoinen, 12-30V, muovialustalla	2 kpl	9,7 Euro	9 Euro
Radex tarraheijastin keltainen, 202 TARRAKIINNITYS 62X45	1 kpl	1,8 Euro	1,1 Euro

Lavalukko 107 B&M	4	kpl	5,6	Euro	5,1	Euro
Vastakappale 12 B&M	4	kpl	3,7	Euro	2,7	Euro
Kulmatuki ADS 480 VL	1	kpl	44	Euro	42	Euro
Kulmatuki ADS 480 VR	1	kpl	44	Euro	43	Euro
Kippiaisia 750kg 150x300-350	1	kpl	189	Euro	183	Euro
Sidontalenkki HTK RK-255 2.os. 9-0255-2	6	kpl	1,1	Euro	1	Euro
Akseli 750kg, AL-KO, A1350	1	kpl	117	Euro	116	Euro
Kuulakytkin 800kg, K60	1	kpl	12	Euro	13	Euro
Pistoke 13-nap 12V, muovi	1	kpl	7,8	Euro	6,2	Euro
Pyörä 185 R14C8 M+S, 4x100	2	kpl	68	Euro	63	Euro
Johtosarja 9m, 2x4m, (5-nap.)	1	kpl	23	Euro	20	Euro
Tyypikilpi 130x65	1	kpl	1,8	Euro	2	Euro
Lavalukko HTK midi, 9-0100-1	2	kpl	3,6	Euro	3	Euro
Vastakappale HTK midi, 9-0150-1	2	kpl	1,9	Euro	2	Euro
RHS60x40x3 S355J2H CF putkipalkki suorakaide	8	m	3,8	Euro	3	Euro
Huonekaluputki 60x30x2, suorakaide	6	m	3	Euro	3	Euro
JPV 1500 lokasuojat rev 2	2	kpl	14	Euro	12	Euro
zn kuuma	50	kg	120	Euro	70	
Total Equipment Cost					1420	1288

Transportation Cost

1200

700 Euro

Labour cost

Euro

Painting

2 Hours 25 3 e/h

50 E/h 6 Euro

Production work

16 Hours 30 5 e/h

480 E/h 80 Euro

Final Assembling Cost

18 Hours 30 6 e/h

540 E/h 108 Euro

In Total

3690 e 2182 e

The Actual difference-

1508 Euro

(Jks product Ltd 2016)

11 CONCLUATION

In my short market research, I tried to give a general overview of the market situation in Asia for jks cable trailer. There is more research need to be done in future. The research of my thesis are actually based on the theoretical but on the practical situation might be bit different.

In my thesis, I got a solution that Jks Product Ltd. Have a great opportunity and potential for doing business in Asia. In the market, the demand, competitors, Customer, Competitive advantage are all in favor of Jks. The production cost in are the main part of the thesis, which is very relevant to the practical situation but the cost of the product of Jks are not accrete those are the approximate value.

Asian market research is huge topic and Asia is one of the biggest business areas. So it is not easy to cover the whole Asia. I tried to put the information about my country (Bangladesh). Which I know very well and I give general information about china, India, and ASEAN There are 10 countries are in Asian organization.

At the end I would like to say, investing in Asia market is not easy, it needed a huge amount of money and resources. In that kind of project, it is better to take time and gather all the information are needed before starting.

If Jks Product Ltd can do that I believe they will be the fastest growing cable trailer company in Asia and Europe.

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