

MZ INTERNATIONAL ADVISORY

BANGLADESH MARKET ENTRY BLUEPRINT

Six stages from market intelligence
to long-term growth

CONNECTING GLOBAL COMPANIES WITH BANGLADESH

GLOBAL EXPERTISE. LOCAL OPPORTUNITY.

Finding a distributor is only one decision.

Before appointing a partner, a serious entrant must answer five questions:

01 Is demand commercially viable?

02 Which partner fits the strategy?

03 How are decisions and procurement made?

04 What must be adapted locally?

05 Who drives growth after appointment?

A distributor can provide access. Successful entry needs intelligence, fit and execution.

01

MARKET INTELLIGENCE

Start with evidence, not assumptions.

DEMAND

Customer needs, buying criteria and segment potential

COMPETITION

Positioning, price points, channels and substitutes

MARKET ACCESS

Regulation, standards, procurement and decision-makers

COMMERCIAL REALITY

Margins, financing, after-sales and execution constraints

OUTPUT

An evidence-led opportunity map: where to play, who to serve and what to validate.

Strategy defines the path. Partner fit determines execution.

02

ENTRY STRATEGY

Priority segments and value proposition

Route-to-market and investment model

Pricing, financing and launch sequence

03

PARTNER SELECTION

Capability, reach and reputation

Financial strength and governance

Strategic fit, commitment and transparency

The largest distributor is not automatically the right partner.

Adapt, activate and manage growth.

04 LOCAL ADAPTATION

Product, pricing, certification, financing and after-sales fit

05 BUSINESS DEVELOPMENT

Target accounts, stakeholder access, pilots and commercial follow-up

06 LONG-TERM GROWTH

Pipeline discipline, partner performance, feedback and expansion

THE FULL JOURNEY

INTELLIGENCE > STRATEGY > PARTNER > ADAPTATION > DEVELOPMENT > GROWTH

THE MZ ADVANTAGE

MZ bridges the market-access gap.

80+

research and advisory assignments
through the founder's prior professional experience

50+

Japanese companies supported through prior
professional work

LOCAL

market insight with an international business
perspective

SENIOR

founder-led delivery from strategy through execution

EVALUATING BANGLADESH?

Start with a Market Entry Diagnostic.

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