

Business Intelligence Services

Transforming information into actionable strategies for Asia's diverse markets



Business Intelligence Services



Optimizing business intelligence for global firms

Asia's rapid economic growth and diverse regulatory environments create significant opportunities, but also present serious challenges for investors. Costs shift quickly across markets, compliance frameworks differ by jurisdiction, and publicly available data is often inconsistent or incomplete. These complexities make it difficult for companies to evaluate risk, compare markets, and identify the most suitable entry strategies.

In such an environment, business intelligence becomes the foundation for effective decision-making. By combining reliable data with contextual insights, companies can validate assumptions, assess risks, and develop strategies that align with long-term objectives.

Dezan Shira & Associates supports this process by delivering tailored intelligence across Asia's diverse markets. Our professionals provide actionable insights into industries, locations, supply chains, and competitive landscapes, enabling clients to transform information into strategy and navigate the region with confidence.

Our Business Intelligence Services

Our business intelligence services are designed to close information gaps and bring clarity to complex markets. With an on-the-ground presence across Asia, we provide customized research and benchmarking that support critical decisions on investment locations, partner selection, and operational strategies.

We help clients assess risks that go beyond financial considerations, including regulatory environments, ESG practices, and local market reputation. By integrating cross-country competitiveness studies with sector-specific insights, we enable businesses to evaluate opportunities from multiple angles and align investments with long-term growth plans.

Through this approach, companies gain not just raw data, but practical intelligence that informs expansion strategies, mitigates risks, and improves decision-making across jurisdictions.

How we can help

- Location analysis and site selection for new operations
- Multi-country benchmarking to compare investment drivers
- Partner identification and evaluation for secure market entry
- Supply chain analysis and diversification planning
- Market entry strategies aligned with regulatory frameworks
- Pre-investment studies on cost, labor, and incentives
- ESG and sustainability assessments
- Industry-specific research and sizing
- Independent validation of opportunities and risks

Business Intelligence Services



How our business intelligence services help

Our business intelligence methodology equips investors to make accurate, data-driven decisions when assessing markets across Asia. By combining comparative benchmarking, regulatory clarity, and on-the-ground insights, our team helps organizations evaluate risk, identify opportunities, and plan their strategic direction with confidence.

Multi-country benchmarking and market comparisons

We evaluate country-by-country cost structures, regulatory conditions, labor markets, incentives, and industry demand to help you understand where your business would operate most competitively.

Through detailed assessments of DTAs, FTAs, consumer segments, and operating environments, we provide clarity on the factors shaping profitability and long-term viability.

Pre-investment evaluation and feasibility

Our location and investment zone comparisons provide a structured way to assess operational suitability, tax exposure, infrastructure readiness, and supply chain fit across multiple Asian jurisdictions. By aligning your business model with the most favorable environments, we help you move from exploratory research to well-defined entry options.

Supply chain analysis and optimization

We analyze multi-country supply chain resilience, vendor ecosystems, and industry linkages to support businesses adjusting to shifting regional dynamics. Our studies highlight regulatory requirements, sourcing alternatives, and cost trade-offs, enabling you to build diversified, efficient, and compliant regional supply structures.

Partner identification and matchmaking

We support your market expansion by identifying suitable partners-suppliers, distributors, service providers, or potential clients- and screening them based on capability, credibility, and fit. Our team conducts outreach, evaluates shortlisted candidates, and facilitates meetings to accelerate your engagement process.

Pricing, product, and market positioning insights

We deliver tailored pricing studies and marketplace assessments to inform how your products or services should be positioned within competitive Asian markets. By evaluating demand patterns, competitor behavior, and cost expectations, we help refine your commercial strategy for successful market entry.

Key benefits



Data-driven insights

Make informed decisions using intelligence built on reliable, on-the-ground research.



Reduced risk exposure

Assess operational, regulatory, and reputational risks before committing capital.



Customized research

Tailor intelligence to your industry, market priorities, and investment objectives.



Strategic alignment

Ensure investment and expansion strategies match long-term operational and financial goals.

Client Success Stories

“ Our company had already been operating in Asia for years. However, Dezan Shira's Business Intelligence team provided us with a country benchmarking study, that led us to make key decisions with our supply chain that has since increased our company's competitiveness.

hauraton

Michael Unger
Export Director Asia

“ From the complex Shanghai entity setup to tax advisory across several Asian jurisdictions, Dezan Shira & Associates provided us with value-added services that have allowed us to quickly grow and steady our business in the region.

Occhio

Tilman Städter
CFO

“ We've been using Dezan Shira as our service provider for corporate compliance, including company setup, amendment, and de-registration, legal advisory concerning localized policy and regulations, labor issues, visa services, tax and accounting, payroll and HR services, and more. We chose them because they consistently deliver services with high efficiency, professionalism, and comprehensive solutions. Their attention to detail and considerate approach have earned our full trust.



Ying Sun
General Manager

Our Clients

MANN + HUMMEL

MARY KAY

John Cockerill

LOTTO

MARCUSASIA

eca italia

UBISOFT

easysea

mastip
hot runner solutions

BLOOMSBURY INSTITUTE LONDON
India Office

hauraton

PING

AVSM
WE KNOW ABRASIVES

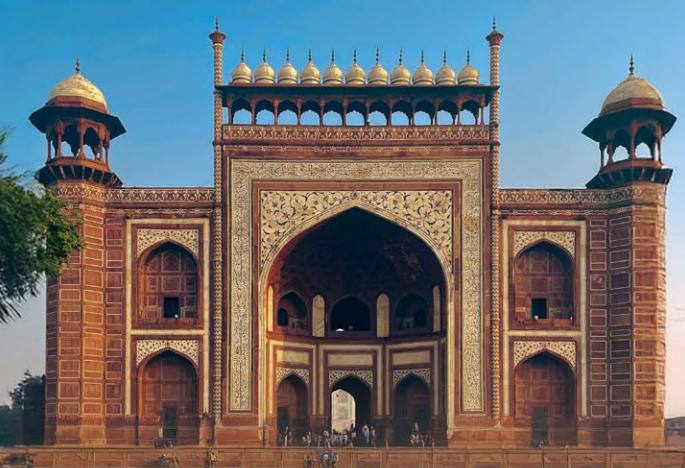
aim direct
Access India Market

corman

About Dezan Shira & Associates

Dezan Shira & Associates is a pan-Asia, multi-disciplinary professional services firm with more than 30 years on-the-ground experience, 40 offices, and 600 professionals providing legal, tax, and operational advisory services to international businesses and investors.

Operational across Asia, the Middle East, Europe and North America, we guide companies through diverse market entry, business enablement and regulatory environments, and assist with all aspects of establishing, maintaining, and growing businesses in these regions.



Business Intelligence Services Experts



ASIA

Pritesh Samuel

Head of Business Intelligence
Business Intelligence

T: +84 28 3930 2828
E: pritesh.samuel@dezshira.com



INDIA

Koushan Das

Manager
Business Intelligence

T: +91 11 4003 8905 ext. 905
E: koushan.das@dezshira.com



SINGAPORE

David Stepat

Country Director
International Business Advisory

T: +65 6789 3256
E: david.stepat@dezshira.com



VIETNAM

Do Thanh Huyen

Manager
Business Intelligence

T: +84 28 3930 2818
E: do.huyen@dezshira.com



INDONESIA

Jennifer Halim

Country Manager
International Business Advisory

T: +62 21 2358 4453
E: jennifer.halim@dezshira.com



ASEAN

Marco Förster

Director
International Business Advisory

T: +84 28 3930 2828 ext. 103
E: marco.foerster@dezshira.com



Ready to make smarter business decisions in Asia?

Connect with our experts today

China

Hong Kong SAR
hongkong@dezshira.com

Beijing
beijing@dezshira.com

Hangzhou
hangzhou@dezshira.com

Shenzhen
shenzhen@dezshira.com

Dalian
dalian@dezshira.com

Ningbo
ningbo@dezshira.com

Haikou
hainan@dezshira.com

Guangzhou
guangzhou@dezshira.com

Suzhou
suzhou@dezshira.com

Tianjin
tianjin@dezshira.com

Qingdao
qingdao@dezshira.com

Shanghai
shanghai@dezshira.com

Zhongshan
zhongshan@dezshira.com

India

Delhi
delhi@dezshira.com

Mumbai
mumbai@dezshira.com

Bengaluru
bengaluru@dezshira.com

Vietnam

Hanoi
hanoi@dezshira.com

Ho Chi Minh City
hcmc@dezshira.com

Da Nang
danang@dezshira.com

Dubai UAE

dubai@dezshira.com

Indonesia
indonesia@dezshira.com

Malaysia
malaysia@dezshira.com

Mongolia
mongolia@dezshira.com

Singapore
singapore@dezshira.com

Australia

australia@dezshira.com

Bangladesh
bangladesh@dezshira.com

Cambodia
cambodia@dezshira.com

Japan
japan@dezshira.com

Laos
laos@dezshira.com

Myanmar

myanmar@dezshira.com

Nepal
nepal@dezshira.com

The Philippines
philippines@dezshira.com

South Korea
southkorea@dezshira.com

Sri Lanka
srilanka@dezshira.com

Thailand

thailand@dezshira.com

Germany

germany@dezshira.com

Italy
italy@dezshira.com

United States
usa@dezshira.com

Accounting and Audit | Corporate Advisory | Business Intelligence | Corporate Governance
HR and Payroll | Intellectual Property | M&A and Due Diligence | Risk Management
and Compliance | Tax | Technology

