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Dream Incubator Inc.

Dream Incubator and Dentsu Launch Market Entry Support Service for the Vietnamese Market

Brand building and business creation support aim to capture areas with “sales momentum” through local insights and evidence-based approaches

Dream Incubator Inc. (President & CEO: Takayuki Miyake; Head Office: Tokyo; hereinafter “DI”) and Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo; hereinafter “Dentsu”) November 11, 2025, announced the launch of the Vietnamese Market Entry Support Service. This service is a new initiative that is part of the Business Production Support Program jointly developed by the two companies targeting at ASEAN markets.^{*1}

■ Background

Vietnam achieved a real GDP growth rate of approximately 7.1%^{*2} in 2024, the highest level among ASEAN economies, and its young, dynamic market and demographics present significant and wide-ranging business opportunities for Japanese companies. At the same time, however, local consumer values and purchasing habits are changing rapidly, and companies are finding it more difficult to maintain the competitiveness of their products and services. Strategy formulation has become particularly challenging for companies seeking to enter the market for the first time. The single biggest challenge is the lack of reliable business data regarding market conditions, distribution networks, sales channels, and the general competitive situation. To address these challenges, Dream Incubator Southeast Asia (a local subsidiary of DI) and Dentsu X Vietnam (local subsidiaries of Dentsu^{*3}) have jointly developed the Vietnamese Market Entry Support Service, bringing together the local knowledge they possess.

■ Purpose of this service

Dream Incubator Southeast Asia (DI SEA), established in Vietnam in 2007 as DI's first overseas office, has since provided strategic consulting services in Vietnam and other ASEAN countries. These services focus on new industry and business creation for a diverse client base, encompassing both Japanese and foreign companies and the public and private sectors. With a portfolio of approximately 100 projects, DI SEA's work spans diverse sectors including the food value chain, consumer goods and retail, real estate, logistics, environmental and energy solutions, and human capital development. A distinctive aspect of its operations is the frequent engagement in public-private partnerships between Japan and Vietnam, often in collaboration with organizations such as JICA. As a leading Japanese strategic consulting firm, DI SEA leverages its profound local insights within Vietnam and works in close synergy with Dentsu Group companies to enhance strategic consulting partnerships and collaborative innovation.

■ Overview of the Vietnamese Market Entry Support Services

The new service interprets social trends and emerging lifestyle habits in the Vietnamese market through high-precision data collection, research, and analysis, accurately capturing areas with sales momentum, and supporting both experimentation (validation) and scale (expansion). Through the service, the two companies provide comprehensive support from market entry assessment and business strategy formulation through to business launch, brand building, and communications.

【Three strategic steps】

The new service comprises a cross-functional team from DI SEA, Dentsu, and Dentsu X Vietnam, all of whom are well-versed in the Vietnamese market and capable of providing attentive support to clients' business growth.

STEP 1 | Market entry assessment / Value creation that inspires empathy

Analyze consumer challenges, needs, and markets, aiming to construct business opportunity hypotheses through macro and micro-level research.

- Research the Vietnamese market, culture, and consumers behavior
- Analyze priority sectors based on consumer needs
- Generate insights about target customers
- Develop business opportunity hypotheses aligned with Vietnamese consumer needs



STEP 2 | Business launch / Enhancing brand value from a consumer perspective

Develop medium-term strategies for products, marketing, and customer development using a PoC (Proof of Concept) approach.

- Plan PoC and ascertain “why people buy” and “when people buy”
- Conduct end-to-end production of channel design / pricing design / communication design / customer experience



STEP 3 | Business growth support / Creating mechanisms to retain customers

Establish a sustainable mechanism for leveraging data and local insights to establish trust and maintain relationships with consumers—a key challenge when entering the Vietnamese market.

- Identify repurchase timing and detect signs of disengagement through consumer behavior data and surveys
- Support the introduction of subscription and loyalty programs to promote long-term relationships
- Establish a data-driven customer experience improvement cycle to drive sustainable growth

【Target companies and organizations for this service】

- Companies considering a new entry into the Vietnamese market (manufacturing/retail/service industries)
- Companies already operating in Vietnam, but are facing challenges with local market establishment and profitability
- Companies seeking to implement sustainability-based business restructuring

Going forward, DI and Dentsu plan to expand this service across ASEAN countries, starting with Vietnam. We will powerfully drive the global expansion of Business Transformation (BX) services. This will involve combining DI's comprehensive business production—from conceptualization, strategy, and architecture development to execution support (installation) for product and business development, and the creation of innovation ecosystems—with the Dentsu Group's strengths in creativity, execution capabilities, data, and technology. This synergy will enable us to deliver optimal solutions for the diverse challenges our clients face.

(※1) Related press release: [Dentsu and Dream Incubator Launch Business Production Support Program for the ASEAN Market](#)

(※2) [National Statistics Office of Vietnam, "Report on socio-economic situation in the fourth quarter and whole year of 2024"](#)

(※3) The collective term for Dentsu Group Inc., a holding company, and its 720 consolidated subsidiaries in Japan and overseas.

■ **About Dream Incubator Inc.** (<https://www.dreamincubator.co.jp/en/>)

DI works not only to develop services for client companies, but also to produce businesses that transform society and infuse energy into the Japanese economy. DI achieves this by combining strategic consulting skills, the most universal, valuable, and fundamental skills in the business sphere, with managerial abilities honed by a pragmatic and ownership-spirited mindset fostered through our incubation initiatives.

■ **About Dream Incubator Southeast Asia Joint Stock Company**

(<https://www.dreamincubator.com/sea/>)

Established in 2007 as DI's first overseas base, our Ho Chi Minh City, Vietnam office spearheads business production for the ASEAN market. Leveraging extensive experience, knowledge, and a robust industry-government-academia network cultivated within the ASEAN region, we support Japanese companies in their market entry and new business creation initiatives.

[Press release inquiries]

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