

Company Profile

Comprehensive Market Expansion Solutions for Enterprises



Prospectus 2026

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The story behind

MESP

We aspire to connect Vietnamese and global businesses seeking breakthrough opportunities in the digital economy era. Founded by a passionate team of experienced professionals, MESP has built a comprehensive market expansion ecosystem — empowering every enterprise to grow further, operate smarter, and achieve sustainable success. We believe that the right connection at the right time is the key to turning vision into reality.



Company

Highlights

20+

Strategic
partners

200+

Consulting
Experts

15+

Industrial
Services

150+

Products
distributed

20+

Years of
Experience

100%

Client
Satisfaction



Vision

To become a strategic enabler for **visionary and integritous** brands to reach global markets. Through a transparent and scientifically managed distribution system, we are committed to delivering refined products and services that bring optimal values to consumers.



Mision

To attain the **Top 3 global market expansion solution providers**, becoming a symbol of innovation and excellence in creating dignities for products and services across the global business community.

Core values



People

Cultivating integrity and capability. Striving toward the future. Reaching new heights and surpassing every limit.

Process

Our 5P+2T management framework serves as the backbone of every project. With a strong emphasis on integrity, vision, capability, standardization, and long-term commitment, we consistently deliver results that exceed expectations and provide absolute peace of mind for our partners.

System

Technology development has always been the core direction and foundation for MESP's operations and growth. We have built an extensive partner network — from suppliers to sales agents — forming a strong ecosystem that enables businesses to optimize efficiency and expand sustainably.

Development Direction

1

Building Foundational System

In this initial stage, MESP focuses on strengthening internal capabilities and establishing a solid operational backbone. We prioritize developing key leadership talents, standardizing company-wide processes, and building the sales application to enhance commercial efficiency. At the same time, MESP expands early partner ecosystem across essential goods, personal care, household products, and fashion, laying the groundwork for a scalable and sustainable business model.

2

Expanding Partnerships

As the organization matures, MESP accelerates the expansion of our partner network while refining its operational excellence. This phase emphasizes the standardization of partner development procedures and the completion of the sales application to support broader market engagement. MESP continues to diversify partnerships into sectors such as electronics, entertainment, education, healthcare, insurance, and banking. To support this growth, the company invests in warehouse infrastructure, optimizes logistics processes, and develops international trade procedures to ensure seamless and reliable operations.

3

Scaling Globally

In the final stage, MESP sets the sights on becoming a global market development powerhouse. We standardizes international trade frameworks, identifies priority countries for expansion, and builds localized teams and operational systems tailored to each market. MESP also develops region-specific partner networks and product portfolios while establishing international warehousing and logistics systems. This comprehensive approach enables MESP to operate effectively across borders and deliver consistent value on a global scale.

The ecosystem of **MESP Solutions**

MESP's integrated solutions are built to support businesses in achieving end-to-end growth, from operations to market expansion.



Sales - Distribution

Enhancing approachable sales manpower and distribution networks to wholesalers, retailers, and end customers nationally and globally.

Marketing

Delivering end-to-end integrated marketing strategies that strengthen brand present and ecommerce performance across digital platforms, offline brand identity and event activation.

Technology

Developing scalable system architecture, cloud engineering, platform development, and digital transformation solutions.

Finance

Furnishing comprehensive financial governance and regulatory support including for business establishment procedures, fundraising, financial reporting and accounting, taxation compliance, and compensation & benefits administration for local and international business operating in Vietnam.

Human Resources

Building a capable, scalable, and future-ready workforce through recruitment, skill development programs, competency enhancement, and long-term talent growth strategies.

Sales - Distribution

In today's highly competitive market, many businesses struggle to operate their Sales department effectively. Common issues include unstandardized sales processes, insufficiently trained sales teams, fragmented customer data, low productivity, and a lack of performance-tracking tools. These challenges make it difficult for businesses to scale, increase sales costs, and maintain service quality.

To address these obstacles, MESP supports clients with the following activities:

Solutions	Activity	Benefits
Sales Strategy Planning	Define target markets, sales channels, pricing strategy, and go-to-market plan.	Ensures the business moves in the right direction, reduces trial-and-error, and optimizes market-entry costs.
Sales Staffing & Deployment	Recruiting, training, and deploying sales teams tailored to each business model (field sales, MT/GT sales, PG/BA).	Accelerates market expansion, ensures a professional sales force, and reduces internal hiring and training costs.
Wholesalers & Retailers Recruitment	Identify, assess, and build a suitable distributor and retailer network.	Accelerates market coverage and ensures product availability across key retail points.
End-user Distribution	Execute direct-to-consumer sales via field sales, POS activation, sampling, roadshows, or online channels.	Boosts sell-out, enhances customer experience, and strengthens brand presence at the point of sale.
Customer Support Services	Manage customer care, feedback handling, warranty, returns, and post-purchase engagement.	Increases satisfaction, boosts retention, and builds a loyal customer base.

Marketing - Ecommerce

In an increasingly competitive landscape, many businesses struggle to manage their Marketing activities effectively. Common issues include fragmented strategies, lack of customer data, inconsistent content, rising advertising costs, ineffective offline activities, and underperforming ecommerce channels. These challenges limit demand generation, reduce conversion rates, and weaken long-term brand building.

To address these obstacles, MESP supports clients with the following activities:

Solutions	Activity	Benefits
Digital Marketing	Content creation, social platforms management, advertising, and performance optimization across digital platforms including Website, Facebook, LinkedIn, YouTube, and TikTok.	Boosts brand visibility, generates qualified leads, and improves marketing efficiency.
Brand Identity & POSM Development	Designing brand identity, POSM, and in-store communication assets.	Creates a professional, consistent brand image and strengthens customer impact at key touchpoints.
Ecommerce Development	Store setup, operations optimization, ad management, and sales growth on ecommerce marketplaces.	Increases online revenue, expands market reach, and reduces sales costs.
POS Event Management	Executing activations, sampling, mini-events, and deploying PG/BA teams at retail locations.	Enhances customer experience, drives conversions, and boosts brand presence at point of sale.

Technology

During digital transformation, many businesses struggle to manage their Technology function effectively. Common issues include outdated websites/apps, poor user experience, unstable cloud infrastructure, fragmented data, and the inability to turn data into actionable insights. These challenges slow innovation, increase operational costs, and limit scalability.

To address these obstacles, MESP supports clients with the following activities:

Solutions	Activity	Benefits
Website Development	Designing and developing custom websites with optimized UI/UX, integrated features, and SEO standards.	Enhances brand credibility, improves user experience, and drives effective customer conversion.
Application Development (Mobile & Web App)	Building tailored applications, integrating APIs, and optimizing performance, automation and security.	Boosts customer engagement, automates processes, and enables scalable business models.
System Development	Requirement analysis, system design, custom development of CRM/HRS/LMS, API integration, and workflow automation.	Minimizes manual work, increases operational efficiency, standardizes data, and enables smarter centralized management.
Cloud Infrastructure Setup & Optimization	Deploying cloud infrastructure (AWS, Azure, GCP), optimizing cost, security, and scalability.	Reduces operational expenses, increases system stability, and supports business growth seamlessly.
Data Analytics & Dashboard Reporting	Collecting and processing data, building dashboards, and analyzing performance and customer behavior.	Enables faster, more accurate, data-driven decision-making.

Finance

Many businesses face difficulties managing their finance and accounting functions. Common issues include unstandardized accounting systems, delayed or inaccurate reports, complex legal procedures, challenges in implementing e-invoices and digital signatures, and accounting apps that fail to meet management needs. These problems create compliance risks, increase operational costs, and limit data-driven decision-making.

To address these obstacles, MESP supports clients with the following activities:

Solutions	Activity	Benefits
Accounting services & tax reporting	Bookkeeping, financial statements, tax filings, and regulatory compliance.	Minimizes legal risks, reduces operational costs, and ensures transparent and accurate financial data.
Business registration & dissolution	Legal consulting, document preparation, submission, and working with authorities.	Saves time, avoids administrative errors, and ensures full legal compliance.
E-invoice & digital signature implementation	Registering, deploying, and integrating e-invoices and digital signatures, plus user training.	Enhances professionalism, reduces errors, streamlines processes, and meets mandatory regulations.
Accounting application	Selecting suitable software, system setup, user training, and operational support.	Automates accounting workflows, reduces manual tasks, and improves financial management efficiency.

Human Resources

Many businesses struggle to manage their HR function effectively. Common challenges include inefficient recruitment, lack of qualified candidates, manual and fragmented HR processes, poorly implemented HRS systems, and employees lacking the skills required for business growth. These issues increase HR costs, raise turnover rates, and reduce overall productivity.

To address these obstacles, MESP supports clients with the following activities:

Solutions	Activity	Benefits
Talent acquisition & recruitment (headhunting)	Searching, screening, and selecting qualified candidates for required positions.	Shortens hiring time, improves candidate quality, and reduces the risk of mis-hiring for our business clients.
Manpower Outsourcing & Staff Augmentation	Providing skilled professionals on a temporary or project-based basis (Sales, Marketing, IT, Operations...) to support workforce expansion or fill resource gaps.	Offers flexible staffing, reduces hiring and training costs, boosts project efficiency, and ensures operational continuity.
HR management systems	Implementing HR systems for attendance, payroll, employee records, and KPI tracking.	Automates HR processes, minimizes manual errors, and enhances workforce management efficiency.
Compensation & Benefits Management	Managing payroll, bonuses, benefits, insurance, and personal income tax.	Ensures transparent, compliant compensation and improves employee satisfaction.
Employee training via MESP Academy	Developing training programs for skills, expertise, and corporate culture.	Strengthens employee capabilities, boosts productivity, and reduces turnover.

What our clients says about MESP?

Customer satisfaction has always been the most important measure of MESP's impact. Throughout our journey supporting businesses, the positive feedback from our partners reflects not only the effectiveness of our solutions but also the trust we have built. These voices inspire us to continuously innovate, refine our services, and strengthen the ecosystem that empowers sustainable business growth.



MESP operates with an absolute transparency in all activities of sales and marketing. They do not chase short-term profits but are highly committed to building sustainable distribution system, protecting the reputation of the Libra brand in the market. For an inventor, there is nothing more valuable than finding a partner who truly values their product like MESP.

Dr. Nguyễn Thanh Bình

Libra essential oil brand co-founder

MESP's technology platform has helped us to manage customer booking data,, and seamless service workflows with greater transparency and. Additionally, its marketing and financial platforms has helped us manage customer data, appointments, and service workflows with greater transparency and consistency.

Ms. Nguyễn Thuý Linh

Kim Jolie International Beauty Center Manager



MESP Partnership

Healthcare

**Dr.D's
formula**



Beauty Care



Travel & Leisure



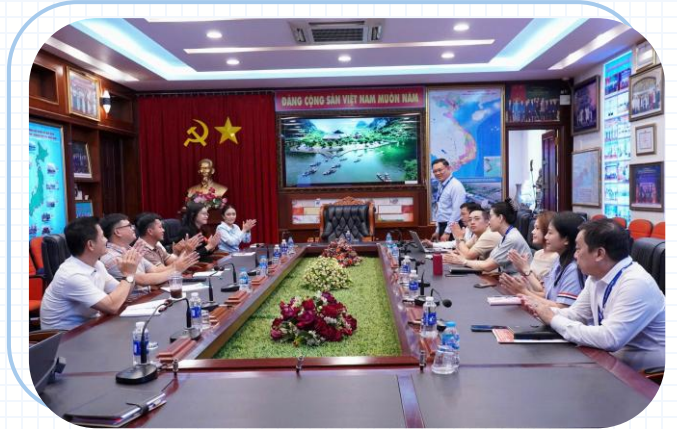
Education



Electronic accessories



MESP's Gallery



Connect Us

Market Expansion Service Investor & Provider

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