



7SEC.

MARKET FOCUS

BUSINESS FOR ASIA

Omuus 7SEC. MARKET FOCUS© helps to steer your brand through the key trends and market insights from **Finland to Asian market**.

7SEC. – Market Focus provides **tools to succeed in Asia market**. We provide you our key local experts with networks for your business success. Tailor your design and product quality to specific market. Suitable for companies suffering from market low sales or companies entering the market. For both **B2C and B2B products**. Our Senior Design Specialists have created **successful products for Asian market**. We can help you to be the forerunner on a rapidly changing markets.

Why: Faster time to market with strong return on investment.
Increase consumer appeal.
Time frame: 3days / 1-2 local experts at your service
Asia focus: South Korea, China (Shanghai, Shenzhen & Hong Kong) & Singapore
Price: 4900 € + VAT

Process: Client request for 7SEC. MARKET FOCUS

- Client brief on market pain points
- Omuus run **Co-creation workshop** with Client team
 - Omuus market insight intro
 - Discussion on client challenges
 - Brainstorming for actionable solutions
- Omuus report and recommendation based on workshop

Deliverables: *'Tailored, Concrete and Actionable'*

- Connections
- Report + design suggestions

Subject to 7SEC. TERMS & CONDITIONS.

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7SECONDS. For educated consumer, it takes 7 seconds to make a judgement over a product: how it feels, the weight, the materials and construction. We design for that 7 seconds.