

Foodservice in Myanmar

Looking for an emerging market? Myanmar (previously known as Burma) is ready for new business in the foodservice sector – are you?

Introduction

There have been several positive developments suggesting economic growth is around the corner for Myanmar, which is the 2nd largest country in Southeast Asia, strategically located between China and India:

- ✚ On September 14th, 2016, President Obama met with new Myanmar leader Daw Aung San Suu Kyi and announced that the US is prepared to lift sanctions imposed on the country
- ✚ Likewise, the European Union has also suspended most of its sanctions against Myanmar, welcoming in changes and encouraging trade and investment into the country



Multinational corporations, including foodservice operators such as KFC, Lotteria and Jollibee have responded and are tapping into local growth opportunities in Myanmar.

This report will give you a cost-effective and insightful appraisal of Myanmar's foodservice potential based on current in-country research, helping you address key issues including:

- ✚ How does its commercial foodservice market look in terms of competition, business formats and menu price points?
- ✚ What factors are driving and shaping its future evolution?
- ✚ Is Myanmar the right marketing investment for your company?

Methodology and Background

Most of our projects require extensive local research in target markets and this is no exception – in addition to review of learnings from our past project experience in Myanmar, this work will involve a mix of desk research, face-to-face interviews, telephone interviews and visits to foodservice outlets. Briefings will be carried out with customers prior to commencement of research.

A leading international consultancy established in 1993, Orrani Consulting is a global specialist in the business of food. We assist food, drink and agribusiness executives to identify opportunities in new emerging markets and build business in existing ones.

Whilst Asia is our most active region, we also work regularly in North / Central / South America, Europe, Africa / Middle East, Australasia/Pacific.

Our foodservice experience includes but is not limited to:

- ✎ Consulting and support on new business initiatives and strategy formulation
- ✎ Market research amongst foodservice professionals and consumers
- ✎ Foodservice menu development
- ✎ Reverse trade missions
- ✎ Trade mission planning and execution
- ✎ Deep-dive culinary and market tours for importers / distributors & foodservice professionals
- ✎ Institutional nutritionist / dietician influencer tours
- ✎ Culinary training and educational programs
- ✎ Chef seminars and hands-on workshops
- ✎ Trade show and event marketing support

For more information, visit www.orrani.com.

Report Structure

- ✚ Executive Summary
 - Key findings and conclusions

- ✚ Country introduction
 - Overview – demographics, economic indicators and political situation
 - Local dietary / eating habits
 - Business opportunities & challenges

- ✚ Foodservice overview
 - General state of the foodservice market
 - Overall growth of foodservice outlets
 - Key trends
 - Which segments are growing / declining
 - Likely market entrants
 - Competitive advantage / disadvantage vs. local chains
 - Franchising development
 - Key Segments
 - Fast Food (QSRs)
 - Bakery / cafes
 - Independent restaurants
 - Hotel chains
 - Specialist (ice cream, doughnut, smoothie bar, etc.)
 - Competitive environment
 - Local players
 - Regional / Asian players
 - Multinational / international players / chains

- Profiles of key foodservice operators
 - Ownership/business scale
 - # of restaurants / outlets by type
 - Location(s)
 - Target audience / typical customer profile
 - Historical information
 - Expansion plans
 - Menu offerings
 - Types of promotional efforts

- ↳ Business environment – how easy or hard is it to do business in Myanmar? What should potential market entrants bear in mind?
 - Geographical and site location considerations
 - Transportation
 - Major ports
 - Consolidation
 - Sanction update
 - Foreign investment
 - Cold chain / distribution / supply chain infrastructure
 - Additional assistance and resources
 - Foreign government entities in country
 - Associations – foodservice, hotel, etc.

- ↳ Recommended entry strategies / route to market
 - Joint venture
 - Fully-owned operation
 - Franchising
 - Other

Pricing / Delivery

In-country research will take place during December / January, with delivery of the report to customers scheduled for February.

The report is priced at US\$5,950, with orders received by November 18th, 2016 discounted to US\$4,950. The report will be invoiced 50/50 on order and delivery.

Further Information

For further information about this proposal please contact:

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