

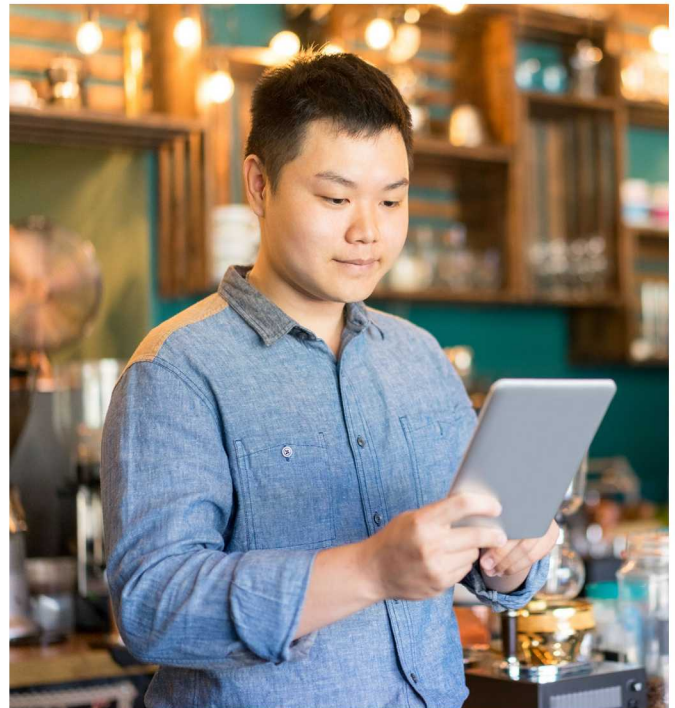
# Our expertise in the retail industry in ASEAN

The fast-growing Association of Southeast Asian Nations (ASEAN) economies have led a boom in the retail industry across the region in recent years.

**Retail businesses** have been expanding their stores not only in their home markets but across the ASEAN region. Significant cross border franchising and online retailing have entered the industry and now account for a growing share of market.








Much of this expansion is being driven by the increasing number of middle class consumers, higher spending power from fast-growing income and growth in e-commerce sales. However, constant change in the retail and consumer goods industry continues to affect how the industry operates, forcing the industry to innovate faster to keep ahead of consumer needs. Challenges like rising operational cost, price competition and currency volatility are putting profits under pressure for retailers.

At the same time, continuous advancements in e-commerce and digital innovations, disrupt traditional business models based around physical stores. This requires an omni-channel e-commerce operation, with a mobile commerce strategy being a crucial pillar for any retailer wishing to remain competitive in the market.



**In Grant Thornton**, we have a team of experienced experts from the ASEAN region dedicated to serving your company in auditing, tax and advisory services. Having deep market knowledge, our team is driven to ensure your organization stays ahead of the challenges, the changing environment and identifies the potential to grow your business further.

## Key questions for leaders in the retail industry:

-  How to recognise sales incentives eg. coupons and other sales discounts, customer loyalty programs and payments to customers?
-  How to recognise revenue that is sell through arrangement?
-  Is provision for obsolete stock sufficient?
-  Is the valuation of inventory appropriate?
-  How to determine the cost of inventories?
-  How to maximise tax incentives and optimise tax spend across the region?
-  Cross border merger or acquisition - what is the risk and opportunities to your company?



## Contact Us

Should you have questions about this publication, please do not hesitate to contact our respective offices.



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