

# Company Profile

## MKT Solutions – Austrian Consulting Agency

### Enhancing the field of activity for Vietnamese enterprises

Established in 2012, MKT Solutions is operating successfully consulting in the field of IT and China. Our emphasis since 2012 has been on consulting and supporting Chinese enterprises, doing business in Europe or planning to do so. MKT Solutions are now pleased to offer Vietnamese enterprises our consulting services, our services are not limited to IT as our customers can also benefit from our know-how and international business contacts.

#### IT Consultancy

Creating software solutions is MKT Solutions' core business. Therefore, client requirements are captured multilingually (German, English, Chinese) and translated in to system related specifications, which get implemented collaboratively by software developers (both near and offshoring partners). Part of our core competency is also the evaluation and optimization of software solutions and related development as well as the realization of customized training concepts.

#### Marketing Consultancy

Bespoke market entry strategies, defined by your business opportunity and product offering are designed and implemented. For example, identifying and addressing key clients and decision makers through mailings, cold calls, networking and personal networks, social media marketing in German or English language, are some of the activities we undertake.

My Kiet Truong is the founder of MKT Solutions, over the last 25 years she has built a vast knowledge and expertise in procurement, inside sales and field sales in Austria and Germany. The project and innovation management of MKT Solutions has benefited greatly from her studies in „Business and Information Management“ with a focus on „Marketing, Information and Media Management“ (University of Applied Sciences, Salzburg). Always seeking to be ahead of the game, her theoretical and practical know-how in the field of information technology is constantly updated through regular educational training, e.g. for agile software development.

Her 2016 completed bachelor studies at the „Institute for East Asian Studies“ (University of Vienna), has consolidated her expertise in the special area of digital development in China. 2019 MKT Solutions has been incorporated on to the list of consulting companies at the renowned „Hochhaus Herrengasse“: <http://www.hochhausherrengasse.at/im-hochhaus/dienstleister/>

#### Contact details:



Mag. (FH) My Kiet TRUONG, BA  
Herrengasse 6-8/5/12 A-1010 Wien  
Phone: +43 676 50 193 50  
E-Mail: [office@mktsolutions.at](mailto:office@mktsolutions.at)  
Website: [www.mktsolutions.at](http://www.mktsolutions.at)