

Dollar-Cost Averaging



AUTO-PILOT INVESTMENTS

If you can pay your phone bills automatically, then why not invest the same way? When you're investing relatively small amounts on a regular basis (also called dollar-cost averaging), you're putting dollars to work no matter what's going on in the market. You effectively put on blinders against short-term market swings: no matter whether the market is going up or going down, US\$500 (or whatever amount you choose to invest) is going into your savings or retirement account every month. Would you be able to write a check for US\$500 if your savings account had lost 10% the previous month? Maybe not. But that would mean US\$500 less working for you when your investments rebounded.

DOLLAR-COST AVERAGING

The over-riding concern of many investors is the volatility of the markets. Any investment market is volatile, but it's the stock market which is most widely known for its ups and downs. A consequence of market volatility is that investors either try to beat the market, through the timing of their investments, or they don't invest in the market at all. Statistical studies show that returns on investment strategies based on dollar-cost averaging can be slightly less than lump sum strategies (all money invested at once) or timing strategies (outguessing the markets). But, my experience in dealing with individual investors shows that most people will try to invest

a lump sum in the stock market when the markets have already climbed by a considerable amount, with stocks at high prices. Also, when the markets drop (and consequentially stocks are cheap) individual investors are afraid to invest and may even sell their investments and retreat to the sidelines, only to watch the markets recuperate a few months later.

PEACE OF MIND

If you are like most individual investors, then all you want is to get a higher annual return on your investments than what you get from a savings account. Dollar-cost averaging puts market swings to work for you and helps take the emotion and guesswork out of investing. With this strategy, you regularly invest a specific dollar amount, perhaps through an automatic savings plan, even during economic or market downturns. As a result, you buy more fund shares or company stocks when their price is low and fewer when it's high, which can drive down your average cost per share.

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business listings

Accounting & Auditing

Bureau Veritas

e.town Building, #4.4B & 4.5A 364 Cong Hoa, Tan Binh
Tel: 812 2196
Auditing, technical services and solutions firm working all the major industrial service sectors. Provides management system certification and related training for ISO 9001, ISO 14001, SA 8000, OSHAS 18001, HACCP, ISO 22000 and BRC. Has over 700 offices worldwide in 140 countries.

KPMG

10F Sun Wah Tower, 115 Nguyen Hue, Q1
Tel: 821 9266
www.kpmg.com

Worldwide firm specialising in auditing, accounting, tax and management consulting services. Also does executive search and selection.

PricewaterhouseCoopers

Saigon Tower, 29 Le Duan, Q1 Tel: 823 0796
www.pwc.com
Provides business services including auditing, business and technology solutions and tax and legal consulting. Has more than ten years' experience in Vietnam and works in all major industry sectors throughout the country. Through their affiliated law firm, PricewaterhouseCoopers Legal, they also provide the full range of legal services to investors in Vietnam.

Advertising & Marketing

Bates 141 Vietnam

#803, Harbour View Tower, 35 Nguyen Hue, Q1
Tel: 821 8632
www.batesasia.com
A full service marketing communications company that is part of the WPP Group. Focuses exclusively on the growing demands of Asian business, helping to build sustainable brands with global ambition.

Edge Marketing

31 Nguyen Dinh Chieu, Q1 Tel: 911 1191
www.edge-asia.com
A recently established creative marketing company that matches the results-driven requirements of modern business with the needs of the consumer. Embraces a wide range of modern technology and concepts to help provide a full-service marketing package to their clients.

Golden Communication Group

1 Ly Tu Trong, Q1 Tel: 910 1250
www.goldenadgroup.com
Vietnam's largest locally owned advertising agency provides a range of services including advertising, design, marketing and PR.

Grey Global

275B Pham Ngu Lao, 7/F, Q1
Tel: 920 7290
www.greyglobalgroup.com
A full-spectrum marketing communications company, Grey's work includes PR, retail management, events and database marketing. Has offices in nearly 100 countries and major clients include Procter & Gamble, SmithKline Beecham, BAT and Mars.

JWT

Metropolitan Building, 235 Dong Khoi, Q1
www.jwt.com
The world's largest advertising agency, JWT's network has more than 8,500 employees in 300-plus offices in 87 countries who serve over 1,200 clients.

Mccann Erickson

Green View, 27 Le Thanh Ton, Q1
Tel: 824 1903
A global advertising agency network, Mccann Erickson has offices in over 130 countries and almost eight decades of multinational experience.

Ogilvy & Mather

16F Sun Wah Tower, 115 Nguyen Hue, Q1
Tel: 821 9529
www.ogilvy.com
Well-known marketing communications company that leverages the brands of multinational clients by combining local know-how with a worldwide network. Works to create powerful campaigns that address local market needs while still reinforcing universal brand identity.

Purple Asia

10J Tran Nhat Duat, Q1 Tel: 848 4465
www.purpleasia.com
A leading independent creative communications company. Offers a wide range of services such as graphic design, branding, interactive media, video, photography and production.

red | Brand Builders

10 Phan Ngu, Q1
Tel: 820 0169
www.red.vn
An independent, full-service branding and marketing agency focused on communications and brand building. The team, established in Vietnam for many years, is a blend of international expertise and local know-how capable of giving marketers clever ways to connect their brands with consumers for winning results.

Saatchi & Saatchi

3 Phan Van Dat, Q1
Tel: 824 1207
www.saatchi.com
60th among the top 100 global advertising agencies, the company has worked with over half of the 50 best-known brands in the world. Services include advertisement planning, direct marketing, marketing consulting, graphic design and advertising.

Song Huong Orchid

7-9 Nguyen Hien, Q3
Tel: 818 1344
This boutique agency with world-class thinkers and highly competitive fees provides services including brand and communications strategies, graphic design and event management, along with free post-campaign evaluations.

Tourist Information Center

4G-4H Le Loi, Q1
Tel: 824 2102
www.ticvietnam.com
The Tourist Information Center provides advertising opportunities for the travel industry, selling space on items like maps. It also does marketing for hotels.

Business Consulting

Concetti

33 Dinh Tien Hoang, Q1 Tel: 911 1480
www.concetti-vn.com
Consulting and research firm with a range of clients including the government, global U.S. consumer products companies, infrastructure developers, oil companies and the World Bank.

Ernst & Young

Floor 8, Saigon Riverside Office Center, 2A-4A Ton Duc Thang, Q1 Tel: 824 5252
www.ey.com
Provides a broad spectrum of services to help businesses capitalise on opportunities for growth, improve financial performance and manage risk. Works with a range of firms including private, state-owned and foreign.

Grant Thornton

15th Floor, Bitexco Building, 19-25 Nguyen Hue, Q1
Tel: 914 3747
www.gt.com.vn
Chartered accountants and management consultants working in a range of fields including audit, accounting, tax advice, corporate finance, business services, growth and strategic services, and project management.