



Case study: Agoda

Global coordination to support international growth



Enabling the client to focus on its core skills and grow its international presence

Challenges

After its acquisition in 2007 by a US listed Group, the “Client” expanded quickly throughout Asia. To support that rapid growth, they appointed Mazars in 2010 to handle all of the accounting, tax, and payroll requirements in every new overseas location.

The challenge was to demonstrate the ability of Mazars offices to cooperate effectively, and to gain an in-depth understanding of their business structure and development.

Solution

The discussion was led by Mazars Thailand, which had built a strong relationship with the Client’s management and finance teams. We then proposed a unique set-up, where the Client’s finance and tax teams would have only one point of contact for all local overseas compliance – Mazars coordination team based in Bangkok. This team oversees communication with all of the various Mazars offices to coordinate, initially, the setup of each new company, making sure that the Group’s processes were understood and applied; and, later, the day-to-day accounting, tax, and payroll matters.

Results

The ongoing assistance, responsiveness, and close communication to raise and resolve any issues through regular meetings between the Client and Mazars Thailand enabled the Client to focus on its core skills, and to grow its international presence with offices in 6 countries in 2010 to 29 countries worldwide in 2023. Having developed a solid relationship with the Group, Mazars continues to provide coordinated ongoing outsourcing services, and is playing a key ongoing role in their expansion.



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