

MARKET ENTRY- TIPS & TRICKS



ADVANTAGES

1. Customer base
2. Increased revenue
3. Competitiveness
4. Economics of scale
5. Access to new technology & people
6. Branding
7. Diversification



CHALLENGES

1. Regulations & Legal
2. Cultural aspects
3. Competition
4. Language
5. Logistics & Infrastructure
6. Market Access
7. Financing
8. Partner
9. Right people & network



LESSON LEARNED

1. Strong emphasis on market research & data
2. Entry modes - what fits best for me
3. Potential localization
4. Cultural adaptation
5. Monitoring performance
6. Time (money)

MARKET ENTRY

02**MARKETING - LET THEM KNOW YOU****03****LEAD GENERATION - FIND THE RIGHT CUSTOMERS****01****MARKET RESEARCH - KNOW YOUR AUDIENCE****04****EXCEED YOUR CUSTOMER'S EXPERIENCE**