

Checklist - Evaluate Your Market Entry Options

| Consider these: | Comments |
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| 1. Costs – to support your market entry <ul style="list-style-type: none"> How will you support this? Is finance a limiting factor? Is the gross margin and volume potential high enough to afford an aggressive presence in the market (eg. local office)? Could turnover be improved with a more aggressive presence in the market to be able to gain economies of scale? Could costs be reduced? (eg. Local assembly or contract packaging) Has a reasonable payback period been allowed when considering an aggressive market entry strategy? | |
| 2. Control – how important is it to control: <ul style="list-style-type: none"> How aggressively your products are marketed How your brand is promoted How your product is serviced How much market information is fed back to you | |
| 3. Risk – analyse this <ul style="list-style-type: none"> How stable are expected sales? How politically stable is the market? What is the risk of losing market share? Would risk be reduced by a more aggressive presence in the market? What are your competitor's strategies? Do currency fluctuations pose a risk? If so, what is the level of sensitivity? What is the risk of non-payment? Should you insure against this? What are the risks and consequences of not meeting orders on time? | |
| 4. Price evaluation <ul style="list-style-type: none"> Could a better price be negotiated for your product/service if it were marketed more aggressively? How much control do you have over pricing? Do you apply a 'cost-plus' or 'what the market will bear' approach, or a combination of both? Can you reduce costs by manufacturing or packing locally? Can the service be delivered by an in-market partner? | |
| 5. Government Regulation – market restrictions <ul style="list-style-type: none"> Do local Government regulations restrict or encourage a more aggressive presence in the market? What incentives are available from the target market Government? | |
| 6. Management Skills – what skills are needed <ul style="list-style-type: none"> What skills are required to have a more aggressive presence in the market? Are these skills available within your company? If not, are they difficult to acquire or develop? Are they expensive? How long will it take to acquire or develop these skills? | |