

Sample Market Entry Framework

Market Situation

- What is market size?
- What is projected market growth/ decline over next 1, 3, 5, or 10 years?
- At what rate has market been growing/ declining over the past 1, 3, 5, or 10 years?
- Where is the market in its life cycle?
- Who are customers and how are they segmented?
- Will client's products become less useful over time with tech advances?
- Have there been major changes in the market lately?
- What are key factors that drive the industry?

Competition

- Who are the main competitors and what are their market shares?
- How do the competitors' products compare to our client's?
- How will the competition respond?
- What are our client's competitive advantages?

Market Entry Considerations

- What are the key risks to consider?
- Are there any barriers to entry?
- Would it be more profitable to enter through an acquisition, a joint venture, or by creating a business from scratch?
- How will the client exit the new market if things don't go well?

