

# OUR MARKET ENTRY SERVICES

## MARKET SELECTION, STRATEGY DEVELOPMENT WITH ENTRY OPTIONS

### MARKET ASSESSMENT

- > Demand forecasting
- > Value chain analysis
- > Customer needs, buying behaviour
- > Competitor profiling
- > Channel analysis
- > Risk analysis
- > Past/Future Trends in the relevant market
- > Market size and potential
- > Entry barrier analysis
- > Cost driver analysis

### INTERNAL CAPABILITY ASSESSMENT AND POSITIONING

- > Internal core competencies & SWOT
- > Prioritization of potential market opportunities
- > Mapping internal capabilities to market opportunities

### STRATEGY DEVELOPMENT WITH ENTRY OPTIONS

- > Evaluate and prioritize potential entry options (eg. Greenfield, acquisition or JV) based on assessed market and internal capability
- > Fit of operating model for the market
- > Pull-through of other service offerings
- > Target-specific marketing mix
  - Product offering
  - Pricing
- Promotion/ Advertising
- Brand reputation Strategy
- > Timing and market forecast
- > Market segmentation
- > Target segmentation selection
- > Target operating model (TOM) incl. staff and organization, processes, technologies

## PREPARATION FOR MARKET ENTRY

## IMPLEMENTATION

### GREENFIELD

- > Business Case development
  - Business plan development
  - Build financial model/ projections
  - Operational planning
- > Roadmap preparation
- > Tax structuring and incentives
- > Business plan implementation
  - Operations planning and design
  - Real estate purchase and/or construction
  - Personnel recruitment
  - Roll-out planning and control

### ALLIANCE/JOINT VENTURE

- > Business case development
  - Partner identification and selection
  - Evaluation of growth and synergy potential
  - Operational planning
- > Partner approach
- > Evaluation and planning
- > Closing and implementation

### MEET & GREET

- > Facilitate successful entry into a New Market to support growth
- > Meet and greet in-country stakeholders, and relevant Chambers etc...

### ACQUISITION

- > Target identification and profiling
- > Target prioritization
  - Long-listing
  - Short-listing & ranking
- > Target approach
- > Preliminary due diligence
- > Detailed due diligence
- > Closing/integration