



PERFECTING YOUR MARKET ENTRY STRATEGY - 5 THINGS YOU SHOULD KNOW

Key business benefits

Infiniti Research
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Market Entry Advisory

Why is it essential for a successful business?

In a world where external forces are impacting a business' success like never before, conventional experience and understanding can no longer guide future strategies. Companies must learn about the what, where, and why of the market environment they plan to enter to **gain a strategic advantage**. What one business

ignores becomes an opportunity for another. This is especially important when it comes to planning a new **market entry strategy**. Many companies accumulate information on an informal basis about the supplier landscape and their key offerings and growth potential, but that is often



Evaluating growth potential in existing or new markets requires some critical thinking, common sense, and analysis. Reviewing answers to essential questions help companies make an educated decision and the best move.

undertaken in an unstructured manner by a third-party who does not know much about **competitive intelligence** (CI) or its methodologies. An organization or a firm seeking to enter any foreign market must cautiously contemplate which entry modes to use and devise essential strategies accordingly. There are many reasons why organizations look to international expansion: **higher profits, lower costs, the acquisition of new technologies and skillsets, and the diversification of cost and profit bases**. However, before undertaking

an expansion strategy, gaining an understanding of the company's eagerness to expand is crucial.



Let's take a look at the **five steps** organizations have to follow to build a winning market entry strategy:

Setting clear goals: It is vital for any business to be specific about what they want to achieve in the new markets - *including the level of sales that are expecting to reach*. Referring back to these goals helps businesses stay on track and confirm that their opportunities, products and services, and overall business goals are aligned.

Market research: It is important for a business to learn more about the market they are entering - not just in terms of business but also socially, culturally, and politically. Exploring the rules would help them identify scenarios to spur sales.

Competition study: A detailed competitive analysis based on a company's expectations from the target market will help them make key decisions - for instance, if they need to modify their product or service to customize it for the end-users.

Choosing the right mode of entry: There are several ways for a business to enter new markets. They can make use of the services of a distributor or an agent located there. Furthermore, they can acquire an existing business or even construct an entirely new brick-and-mortar facility.

Figuring out the financing needs: It becomes crucial for a business to find out if they will need to get any financing to support their new venture. Additionally, they may also want to get an insurance that would protect them against losses when a customer cannot pay.

LATEST INSIGHTS



Devise Successful Market Entry Strategies in Five Steps

Know how solutions can help top management individuals direct their efforts toward building robust resources, gain actionable insights from market intelligence solutions, and leverage them to devise an effective market entry strategy.

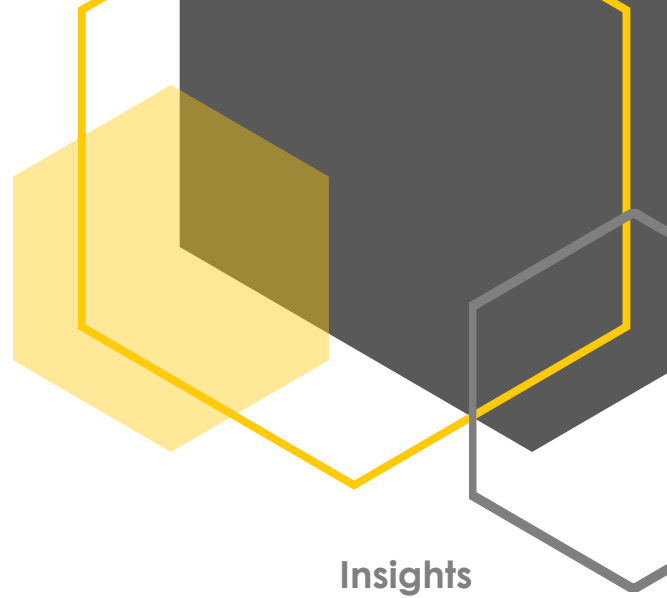


Market Entry Strategy for An Alzheimer's Drugs Manufacturer

In our latest engagement, we helped an Alzheimer's drugs manufacturer successfully improve their production lines and achieve better economies of scale and quality control measures.

Success Story

market entry engagement for an Alzheimer's drugs manufacturer



Challenge

A renowned Alzheimer's drugs manufacturer was facing certain predicaments operating new businesses in niche markets and allocating resources judiciously to target the price-sensitive customers.

Benefits

Helped the client identify and enter new markets and improve business operations, production lines, and achieve better economies of scale and quality control measures.

Insights

Identified the potential technologies prevailing in the market and tailored products and prices to suit the requirements of the end-users.

[Free Brochure](#)

About Infiniti Research

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation.

With a team of 500 researchers spread across four continents we are able to understand diversity in local behavior and business environment, overcome language complexities, proactively identify complex multi-level regulatory issues, and obtain high quality information on private companies. By using Infiniti as your research partner, you can supplement and augment your internal resources on a flexible basis, increase the productivity of your team, and simultaneously cut costs.

Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.



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