

Market Entry Risk Assessment Report

Consulting Project Name: _____
Client: _____
Date: _____

1. Executive Summary

Provide a high-level summary of market entry risks, key findings, and recommendations.

2. Project Scope & Objectives

- Objectives of assessment
- Markets/countries covered
- Timeframe
- Key stakeholders

3. Methodology

- Research methods used
- Data sources
- Analytical frameworks/tools

4. Key Market Risks Identified

Risk Category	Description	Probability	Impact	Risk Level (H/M/L)
Regulatory	[Insert Description]	[High/Medium/Low]	[High/Medium/Low]	[H/M/L]
Market	[Insert Description]	[High/Medium/Low]	[High/Medium/Low]	[H/M/L]
Operational	[Insert Description]	[High/Medium/Low]	[High/Medium/Low]	[H/M/L]

5. Risk Assessment Matrix

Visual representation or table mapping probability vs. impact for main risks.

6. Mitigation Strategies

Risk	Mitigation Measures	Responsible
[Risk 1]	[Describe Mitigation]	[Person/Dept]
[Risk 2]	[Describe Mitigation]	[Person/Dept]

7. Conclusions & Recommendations

- Summary of key risks
- Recommended next steps

3. Market entry go/no-go assessment (if applicable)

8. Appendices

- Detailed risk register
- Supporting data
- References