

# Market Entry Strategy Assessment Template

## 1. Executive Summary

Summarize the recommended approach, key findings, and major considerations...

## 2. Market Description

Target Market

e.g. Country/Region, Market Segment...

Market Size & Growth

Describe the market size, potential, and growth trends...

## 3. Customer & Demand Analysis

Target Customers

Describe key customer segments...

Customer Needs & Behaviors

Highlight customer needs, existing solutions, and buying patterns...

## 4. Competitive Analysis

Competitor

Strengths

Weaknesses

## 5. Regulatory & Entry Barriers

Summarize key regulations, compliance issues, and market-specific entry barriers...

## 6. SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

## 7. Market Entry Options

List and describe possible entry strategies: joint venture, acquisition, organic launch, partnership, franchise, etc.

## 8. Recommended Strategy

Provide rationale for chosen entry strategy, key steps, resource needs, and timeline...

## 9. Risk Assessment & Contingencies

Identify potential risks and outline mitigation measures...

## 10. Next Steps & Action Plan

Outline the recommended actions, responsibilities, and deadlines...