

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...