

Market Entry Strategy Report Template

1. Executive Summary

[Briefly summarize the purpose of the report, key findings, and main recommendations.]

2. Company Overview

- Company Name:
- Industry:
- Core Competencies:
- Mission Statement:

3. Target Market Analysis

3.1 Market Description

[Describe the target market and key characteristics.]

3.2 Market Size & Growth

[Include relevant data on market size and projected growth rates.]

3.3 Customer Segmentation

[Outline main customer segments and their needs.]

3.4 Competitive Landscape

Competitor	Strengths	Weaknesses	Market Share
[Competitor 1]			
[Competitor 2]			

4. Market Entry Objectives

- Short-Term Objectives:
- Long-Term Objectives:

5. Entry Strategy Options

- Exporting
- Licensing/Franchising
- Joint Ventures
- Direct Investment
- Strategic Alliance

[Briefly assess each option and explain the preferred choice.]

6. Recommended Strategy

6.1 Rationale

[Justify why the recommended strategy is best suited for market entry.]

6.2 Implementation Plan

- 1. Phase 1: [Description]
- 2. Phase 2: [Description]
- 3. Phase 3: [Description]

6.3 Key Resources Required

- Personnel
- Financial
- Technological
- Partners

7. Risk Analysis & Mitigation

Risk	Likelihood	Impact	Mitigation Measures
[Risk 1]			
[Risk 2]			

8. Financial Projections

Year	Revenue	Costs	Profit/Loss
[Year 1]			
[Year 2]			

9. Conclusion and Next Steps

[Summarize key points and outline immediate actions to be taken.]

Appendices

- Market Research Data
- Supporting Documents
- References