

Market Entry Strategy Plan

Consulting Firm Example

1. Executive Summary

Brief overview of the market entry objectives, target market, approach, and expected outcomes.

2. Market Analysis

- **Market Size & Growth:** Estimate total available market, annual growth rates.
- **Trends & Drivers:** Identify key trends affecting the industry.
- **Customer Segments:** Define main customer types to target.
- **Competitive Landscape:** Outline key competitors and their positioning.

3. Target Market Selection

- Primary and secondary target segments
- Target industries & geographies
- Client needs & pain points

4. Value Proposition

- Unique services or solutions
- Key differentiators from local competitors
- Proof points (case studies, references)

5. Market Entry Options

1. Partnerships/Alliances
2. Greenfield (wholly-owned operations)
3. Acquisition/Joint Venture
4. Local Representative/Franchise

Option	Pros	Cons
Partnership	Established relationships, local expertise	Shared control, profit split
Greenfield	Full control, brand consistency	Higher cost, slower setup

6. Go-to-Market Plan

- Service delivery model
- Marketing and sales approach
- Pricing strategy
- Key partnerships
- Resource requirements

7. Implementation Timeline

- Phase 1: Market entry preparation
- Phase 2: Initial client acquisition
- Phase 3: Scaling operations

8. Risks & Mitigation

- Regulatory compliance
- Local competition

- Talent acquisition
- Brand recognition

9. Financial Projections

- Revenue forecast
- Cost estimates
- Break-even analysis

10. Success Metrics

- Client wins
- Market share
- Profitability
- Brand awareness