

Market Entry Feasibility Assessment Template

Project/Opportunity Name

Date

Prepared By

1. Executive Summary

2. Market Overview

2.1 Target Market Description

2.2 Market Size / Growth Trends

2.3 Customer Segments

2.4 Key Market Drivers & Challenges

3. Competitive Analysis

3.1 Key Competitors

3.2 Competitive Advantages / Barriers to Entry

4. Regulatory & Legal Considerations

5. Entry Strategy Options

6. Operations & Resource Requirements

6.1 Local Partnerships / Staffing

6.2 Supply Chain and Logistics

7. Financial Analysis

7.1 Revenue Projections

7.2 Cost Estimates

7.3 Investment Required

7.4 Payback Period

8. Key Risks & Mitigation

9. Conclusion & Recommendations