

# Market Entry Feasibility Assessment Template

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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**