

Is the New Market Attractive?

- Size and Growth Forecast
- Trends and Growth Drivers
- Industry Maturity
- Customer Segmentations
- Technological Innovation
- Expected Competitive Response

Can I Establish a Sustainable Presence?

- Competitors and marketshare
- Product Differentiation
- Competitive Advantage
- Substitutions
- Barriers to Entry and Exit
- Macro Environment Risks

MARKET ENTRY

What Is the Investment Needed? Can I Use Existing Assets?

- Customer Segmentation
- Competitive Advantage
- Positioning and Branding
- Distribution Channels
- Sales Force
- Production Capabilities

What is the High-Level Plan?

- Success Metrics
- Revenue and Profit Forecast
- Investments Needed
- Risks to Current Business