

INTERNATIONAL EXPANSION

BUSINESS OBJECTIVES Why are you looking to expand?

- Is your current market saturated?
- Are there similar market opportunities in other countries?
- Are your competitors active and successful in other markets?
- Is there enough potential in your current market(s) to meet your 2 - 5 year objectives?
- Do you have enough resources to invest in an international deployment?
- What parts of the business are you planning to take international?
 - Sale of products / services
 - Distribution channels
 - Manufacturing and R&D

TARGET EXPANSION MARKETS What markets best fit your company?

- Where is the greatest potential for expansion?
 - Developed countries (North America, Europe, Japan, etc.)
 - Largest emerging markets (China, India, Brazil, Mexico, etc.)
 - Other emerging markets (SE Asia, Latin America, Africa, etc.)
 - High purchasing power markets in emerging economies (Shanghai, Mexico City, etc.)
- Are there special regulatory, legal or political restrictions in your target expansion markets?
- Are there special cultural, religious, social or climate-related restrictions in your expansion markets?
- Is there sufficient market demand for your products / services?
- Are there additional major business risks to operating in your target expansion markets?

OPERATING STRUCTURE What is the business model?

- Are there suitable sales and distribution intermediaries in the target expansion countries?
- Are there Joint Venture opportunities available to support product development and R&D?
- Does it make sense to establish a direct presence in the target expansion countries?

PRODUCT / SERVICE LOCALIZATION How do you adapt your offering?

- Product / Service modifications
 - Value Proposition
 - Differentiation
 - Competitive positioning
- Language
- Pricing
- Branding & Marketing
- Customer support

INTERNATIONAL OPERATIONS How will you expand operations?

- How do you transfer your core company values to the target expansion markets?
- What are the business process, reporting and relationship between global HQ and foreign subsidiaries?
- What are the legal, tax, payment processing and trademark and IP compliance requirements in the target expansion markets?

GLOBAL CULTURE How will you become a global company?

- How do you make your product / service into one which requires minimal localization?
- How do you develop unified branding and marketing materials that require minimal localization?
- How do you integrate and implement business resources and processes that function globally?