



Strong Foundation

The first step to make your expansion a success

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Starting from a Strong Foundation, the first step you need to take to make your expansion a success

Expanding to a new country is one of the most powerful and exciting ways to grow your business. Before jumping right in, it is important to take a step back and think about how you can start your expansion journey from the strongest position possible. A strong foundation empowers you to face challenges, it helps you to be ready for rapid growth and you will be able to set priorities and have a crystal-clear focus.

Facing Challenges

Expanding to a new country is challenging and there is a lot you need to learn about the new market. It can for example be more expensive than planned to open a new office and build your dream team. It takes some time to create demand for your product or service and success usually does not happen overnight. As long as you start from a strong foundation, that is absolutely fine. A strong foundation will empower you to make balanced decisions and focus on long term growth rather than on short term wins.

Being Ready for Rapid Growth

Sometimes success comes much faster than you anticipated. Before building your strategy and launching that magnificent marketing campaign, consider if you are ready for rapid growth. Not only does your production need to be ready to follow demand, also your sales team not to be able to handle the extra leads. In order to scale efficiently, you need to have a solid business and have strong processes in place. A strong foundation will help your organization to be ready for rapid growth.

Knowing Priorities and Focus

Before expanding your business you need to have a clear understanding of the current state of your business. By doing an internal analysis you will uncover the strengths and constraints. Not only will you know which aspects need improvement, you will also identify the strengths on which you can leverage. A strong foundation will enable you to set priorities and have a crystal-clear focus.



"Just as when you are constructing a house, you want to build your business on a solid rock and not on sand"

Starting from a strong foundation is the first step to expand successfully to a new country. In order to be successful in a new country, there are 3 stages you need to go through. You start with preparing your business for international growth. Using the information gathered during the preparation stage, you build a powerful strategy. Finally, you implement that strategy in the most efficient way. Every successful business gets those 3 stages right.

Building a strong foundation is the first step of 9 clear steps to develop and implement an expansion strategy to grow your revenue in a new country, without wasting time and money.





Product Readiness | Your product or service needs to be ready for the new market, Especially when you want to launch it in a new country, where your brand is not known yet, you want to make sure it is unique and stands out. Sometimes your product and are packaging needs to be adapted to the new market.

Sales and Marketing Excellence | If the sales in marketing in your home country is not running smoothly, it will be awfully hard to expand successfully to a new country. If sales aren't good in your current market, get to the root course of it, before jumping to a new market. Also, launching a product that is already successful in your home market will be way easier as you can share success stories, referrals, or testimonials.

Operational Efficiency | Once demand for your product booms, your organization needs to be ready to scale. Check if you have the production and distribution capacity and anticipate exponential growth.

Financial Health | If you want to expand internationally and grow your business, you will need to invest. It can take a while to create demand and you will need to carry the business until the sales catches up with the investment. When you expand you will increase the cost of your business, often before you will be able to generate additional revenue.

Team Strength | Make sure that your team is ready to expand internationally and that your team members are invested in the companies' success. It takes a special mindset to face the challenges that go with international expansion.

What happens if you do not start from a strong foundation?

Often entrepreneurs are too eager to jump right in. Sometimes when seeing an opportunity, they immediately act and want to start operations in a new market. While I am a big fan of the quote "strike the iron while it is hot", I also believe that you need to be prepared. If you screw up on an important opportunity with an important client, you will probably not get a second chance.

Recently a young European tech company asked me to help them figure out why they did not get traction for their solution in the USA. It turned out that their solution was not ready for implementation in the USA. They could give their prospects only a vague timeline, and meeting that timeline was heavily depending on a new investment round. This business was clearly not ready for US expansion. Unfortunately, this early action undermined their credibility with some major players and organization in their industry.

What you can do next

Understanding the new market and having a powerful strategy is key, but do not forget this essential first step and ensure that you are expanding a business that is built on a solid foundation.

I help established business leaders develop and implement an expansion strategy so they can grow their revenue in a new market without wasting valuable resources. If you want to expand to a new market and want to get it right from the start, let's talk!