



Module 4

Market Entry Mode

There are many different ways to enter the US market. It's important to know and understand your options and pick the entry mode that works best for your business. Know that different entry modes can be applied at the same time and you're your strategy will also evolve over time. This workbook will bring you clarity about which entry mode might be best for you.

Looking back at the previous exercises about Local Responsiveness and Pressure for Cost Reduction, in which quadrant do you belong?





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What impact will that have on your market entry strategy?



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Analyze the market entry strategies that make sense for your business and argue why a certain strategy would be the best fit for your ambitions. Consider control, risk, cost and flexibility (see excel sheet).

Don't think about restrictions, don't have boundaries in thinking and don't be discouraged about 'how'.





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Now that you have defined how you will enter the market, review your specific goals, assign accountabilities and set milestones and timeframes.



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