

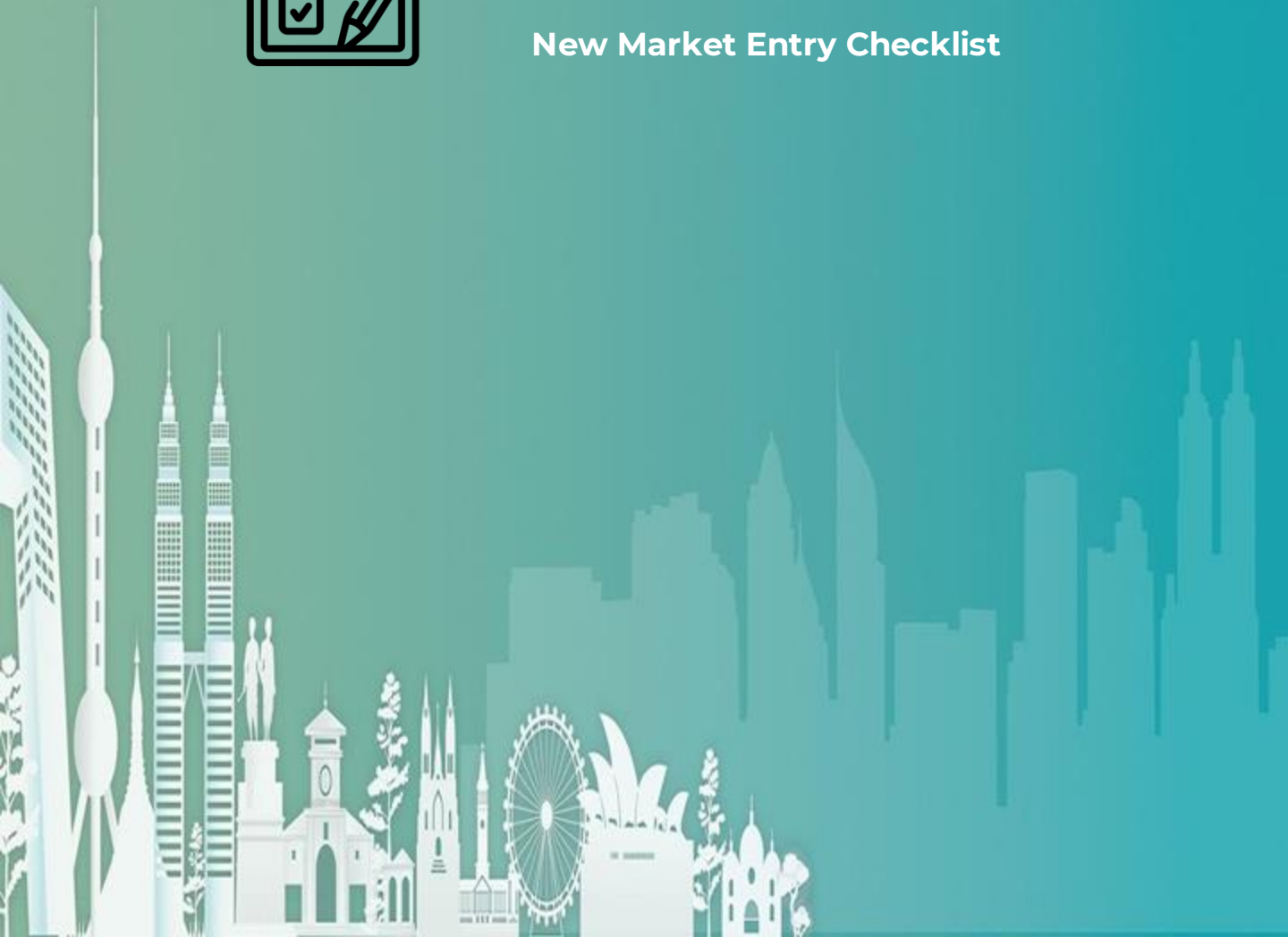


# brand catalyser.

Cross-Border | Cross-Cultural Marketing | Consulting

---

## New Market Entry Checklist



# Market Entry Checklist:

## 6 big questions (WHO - WHAT – HOW)

Check	QUESTIONS	STEPS	DETAILS
<input type="checkbox"/>	WHO are the key players in the market?	Market Research	<ul style="list-style-type: none"> <li>• Understand local culture</li> <li>• Understand local market landscape</li> <li>• Competitor analysis</li> <li>• Asia market opportunity overview &amp; market prioritation</li> <li>• Case Study reference</li> </ul>
<input type="checkbox"/>	WHO are the potential consumers?	Target Audience Analysis	<ul style="list-style-type: none"> <li>• Target audience identification</li> <li>• Target audience behaviour &amp; attribution analysis</li> <li>• Social listening &amp; customer sentiment analysis</li> <li>• Customer media journey mapping</li> </ul>
<input type="checkbox"/>	HOW to enter the market?	Distribution Strategy	<ul style="list-style-type: none"> <li>• Sales Channel Mapping</li> <li>• Entry Mode Exercise &amp; Selection</li> <li>• Identify Distribution Partners</li> <li>• Logistics strategy &amp; options</li> <li>• Pricing exercise &amp; scenarios forecast</li> <li>• Supply chain evaluation</li> </ul>
<input type="checkbox"/>	HOW to get people aware about my business?	Marketing Strategy	<ul style="list-style-type: none"> <li>• Brand Positioning</li> <li>• Brand &amp; Product Localization Plan</li> <li>• Hero Products Selection &amp; Brand USPs</li> <li>• Media Channel Planning</li> <li>• Communication Strategy</li> <li>• Aquisition &amp; Retention Strategy</li> <li>• Activation Campaign ideation &amp; concept</li> </ul>
<input type="checkbox"/>	WHAT laws & compliance I need to know?	Legal Registration & Compliance	<ul style="list-style-type: none"> <li>• Regulatory Compliance</li> <li>• Ensure Legal Compliance</li> </ul>
<input type="checkbox"/>	WHAT are the objectives I can aim for & risks I should take?	Business Roadmap & Objectives	<ul style="list-style-type: none"> <li>• Business goals for short term &amp; long term</li> <li>• Marketing Investment &amp; Sales forecast</li> <li>• Resource &amp; Timeline plan</li> </ul>
		Risk Management	<ul style="list-style-type: none"> <li>• Regularly Assess Strategy</li> <li>• Risk Mitigation</li> </ul>