

Framework of Market Entry Plan – European Union

Outline

- Project Goals and Objectives
- Strategic Questions for EU Market Entry
- Project Scope and Methodologies
- Project Deliverables

Project Goals and Objectives

1. Provide the crucial front-end market map
 - Depict a qualitative and quantitative picture of EU building industry
 - Conduct Market Assessment in EU
2. Provide a viable go-to-market strategy
 - The company's value proposition in European market
 - Product offerings in terms of mix and pricing
 - Distribution channels and sales models
 - Integrated marketing imperatives
 - Acquisition options

Strategic Questions for EU market Entry

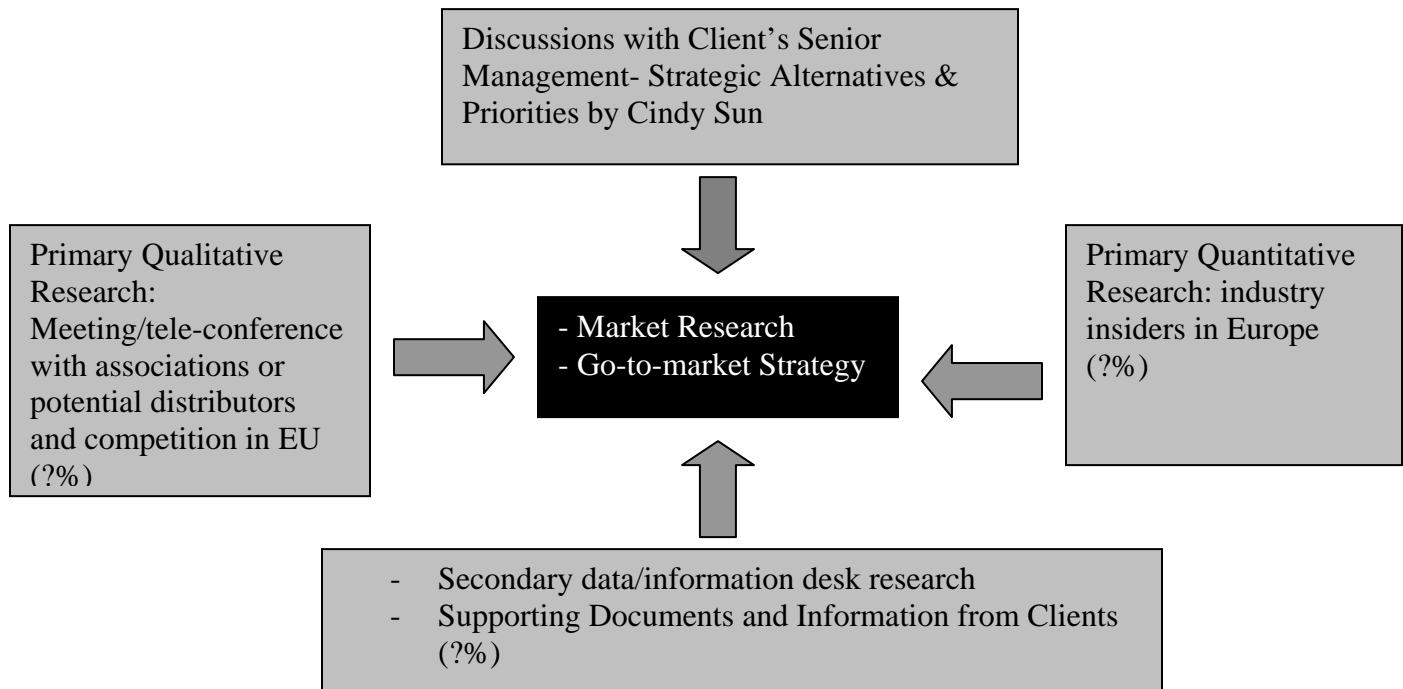
- Market and Industry Trend
 - What's the market size and trend? Economic climate?
 - What's the entry barrier for the specific products in EU?
 - What are the overall government policies & regulations? (entry incentives, government support from host country and/or Canada, taxation issues, regulatory constraints, building code issue and considerations)
 - What's the outlook of the related/adjacent market?
 - What does the industry life cycle look like?
 - Is there any logistical challenges?
- Market Segmentation

- What types of the product are being used?
- Are there any crucial differentiators across member countries/ regions?
- What's the impact on customer's buying behavior and process – the decision marketing value chain?
- What are the selection criteria for the products?
- Which countries and regions shall be prioritized in entry into these markets?
- How to select the right range of products for EU overall market with meaningful differentiation for specific member countries/regions?
- Competitive Landscape
 - Who are the key players in the market place? What's their selling models in Europe? Does it make sense to the client?
 - Are the key competitors business across B to B and B to C? Are there any leverage opportunities within the client's product portfolio?
 - What's the top 3 players profiles (subject to data availability) in EU in terms of sales revenue, manufacturability, product mix, pricing, distribution models & channels? And strategic partnership within or outside of EU?
 - How does the value chain look like in terms of the margin split between the manufacturers and the channel players (e.g. distributor & retailer if B to C)?
- Market Positioning
 - Who are the client's customers in EU today and in the three years to come?
 - What are the pain points of their experiences currently? What kind of solutions are they looking for?
 - How can we best reach and communicate with them based on their buying behavior and processes?
 - Can the key features of the client's products fulfill their key needs?
 - What's our differentiated value propositions compared with the current key players in the market place?
- Business Model
 - What kind of alternatives do we have in terms of the market entry model for EU?
 - Acquisition: What's the target? Why?
 - Joint Venture: Are there any policy constraint/benefit?
 - Strategic partnership: What kind of leverage we exactly strive to gain? Is that sustainable?
 - If we choose to build our own business in EU

- What's the economy of scale? What's the investment?
- Where should we locate the manufacture base to gain cost-effectiveness and operational efficiency?
- What's the proper organizational structure?
- Shall we do direct sales or via local distributors or adopt a hybrid distribution model? What's the financial impact?

Project Scope & Methodologies

Due to the constraints of resources and accessibility to market reports data, the primary research methodology of this project would be secondary data/information desk search combined with primary Qualitative research with senior management team of the Client, although some primary quantitative research might be needed in order to gain sufficient market and competition information to support the Go-to-market Strategy:



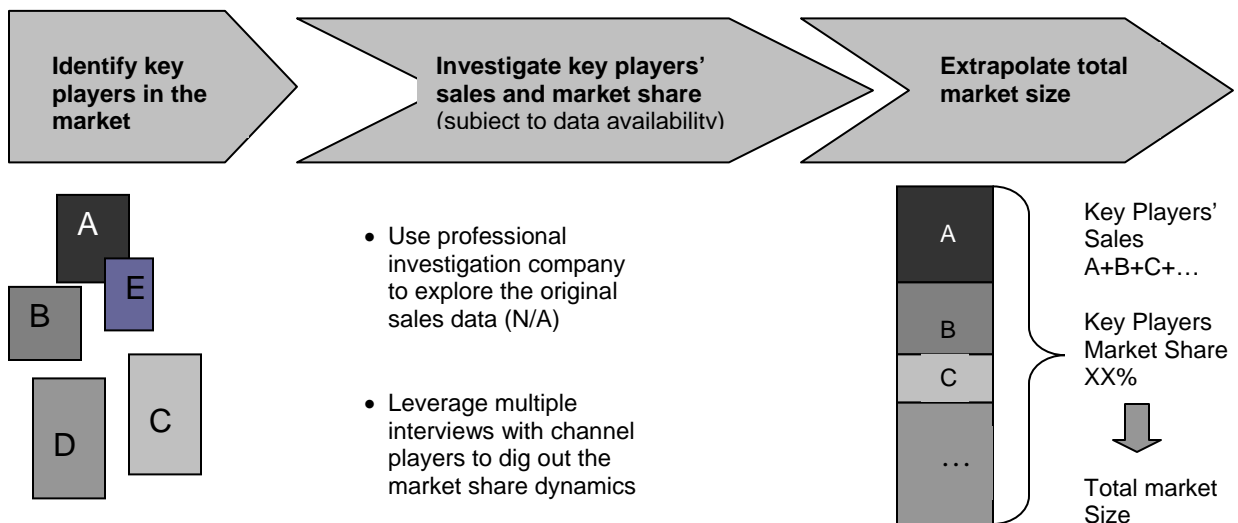
To deliver a viable go-to-market Strategy, the following dimensions are to be thoroughly benchmarked:

- Product Mix
- Strategic & Tactic Pricing
- Distribution
- Branding
- Organization

Consulting Project Deliverables

- Market Research Deliverables – Market Sizing

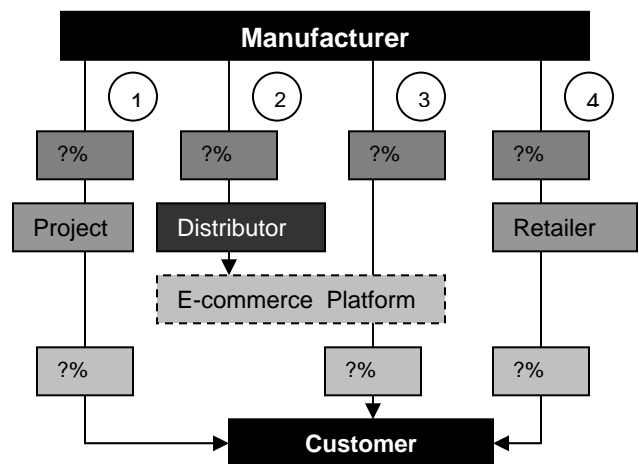
Explore the total size and the competitor's share of wallet in order to build a solid foundation for a realistic financial plan



- Market Research Deliverables – Distribution Channel

Key Objectives

- Outline the key channel players in order of strategic importance
- Identify the effective customer reach points for Nelson

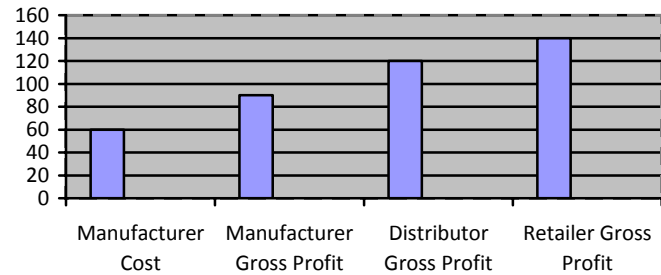


- Market Research Deliverables – Industry Value Chain

Key Objectives

- Benchmark the industry average and the leading players' pricing model
- Validate client's strategic pricing alternatives along the value chain

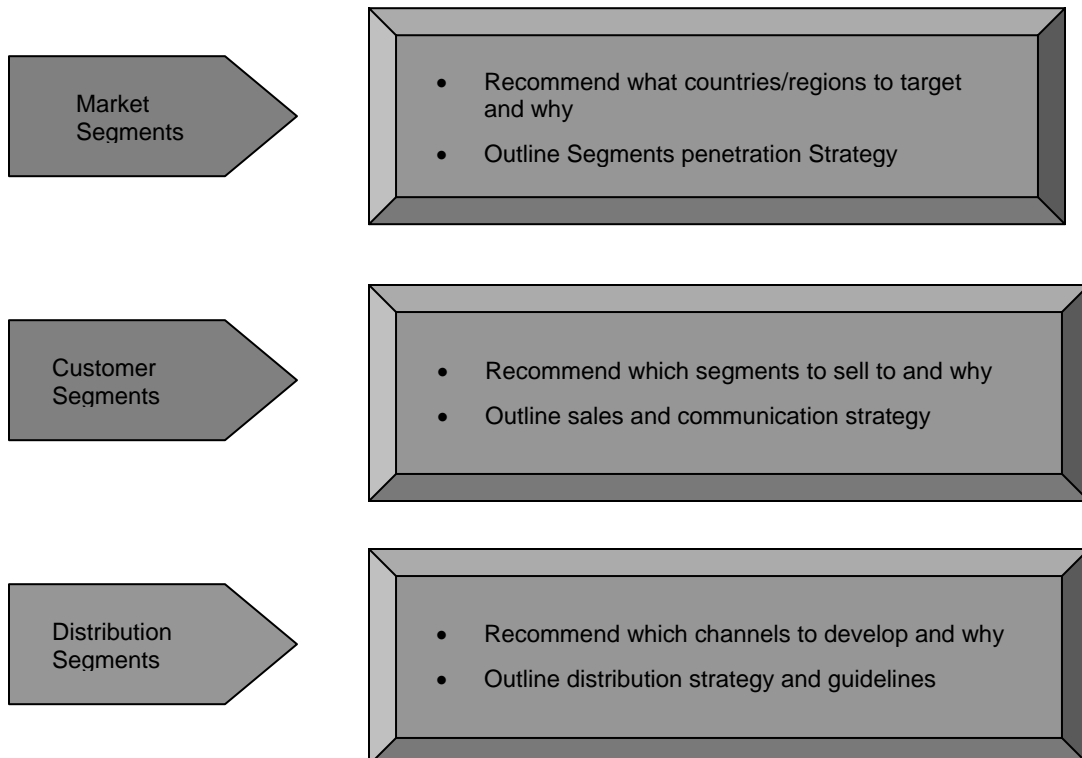
Value Chain Illustrative



- Market Research Deliverables- Competitive Landscape

Competitors	Value Propositions	Market Coverage	Channels Mix	Product Scan	Pricing	Sales	Origin of Manufacture
A							
B							
C							
D							
E							
The client's					100		

- Go- to- Market Strategy Deliverables



- **Go-to-Market Strategy Deliverables**

