

NEW MARKETS PENETRATION

BY



In the course of their international business development strategies, companies are often confronted to blurred environments. Incumbent competition and barriers in setting up operations are regular issues.

Thus, the company's ability to access to **new markets** - particularly **emerging markets** - must be a determining asset in order to operate in **unfamiliar cultural and relational environments** that complicate this process.

To achieve this access, the overall process can be summed up as follows:

Preliminary phase

- ✓ PESTEL analysis (political, economic, sociological, technological, environmental and legal, etc.).
- ✓ Identification of business opportunities
- ✓ Identification of potential partners
- ✓ Competitive mapping



Competitive analysis

- ✓ Direct competitors' in-depth analysis
- ✓ Detailed benchmark of their development strategies
- ✓ Reputation analysis for each competitor in the market studied
- ✓ SWOT...



Decision-making processes

- ✓ Formal and informal operation of decision-making structures and organizations
- ✓ Deciphering of power games and decision processes
- ✓ Mapping of political, economic, social and cultural influences....



Mapping of decision-makers

- ✓ Mapping of influence networks and decision making processes
- ✓ Mapping of the reputation and influence of key opinion leaders and decision-makers



Market integration

Support to the penetration of strategic markets or complex emerging markets by:

- ✓ Organizing contacts with potential partners, key decision-makers, etc.
- ✓ Contributing to the implementation of tailor-made strategic plans, ...



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