

# SAMPLE FORMAT OF FOREIGN MARKET ENTRY PLAN

## 1. ANALYSIS

- 1.1 Potential Market(s)
- 1.2 Industry Analysis
- 1.3 Market Analysis
- 1.4 Competitive Analysis
- 1.5 SWOT Analysis

## 2. COUNTRY REPORT

- 2.1 CAGE Framework  
Cultural/Administrative/  
Geographic/Economic
- 2.2 Distribution Channels
- 2.3 Potential Buyers

## 3. TARGET MARKET

- 3.1 B2B/B2C Market
- 3.2 Media
- 3.3 Decision Makers
- 3.4 Trend Setters
- 3.5 Competition

## 4. MARKET PLAN

- 4.1 Marketing & Revenue goals
- 4.2 Marketing plan
- 4.3 Promotion Strategy
- 4.4 Distribution strategy
- 4.5 Pricing Strategy

## 5. STRATEGY

- 5.1 Marketing information
- 5.2 Integrated Marketing Communication
  - 5.2.1 Marketing Communication
  - 5.2.2 Destination Marketing
  - 5.2.3 Relationship Marketing

## 6. ACTIVITIES

- 6.1 Marketing Information
- 6.2 Positioning the “Product/Service”
- 6.3 Distribution channels
- 6.4 Marketing Communication
- 6.6 Relationship Marketing

## 7. TIMING

- 7.1 Marketing timeline according to objectives for the short, medium and long term

## 8. STRATEGY TRACKING

- 8.1 Market Awareness
- 8.2 Customer Tracking
- 8.3 ROI