

Market Entry Research

Are you considering entering a new market, be it local, regional or international, with a product or service without comprehensive knowledge of the dynamics of the target market?

Robust market research on the target market, considering segmentation, demand and supply dynamics are key to clearly defining the addressable market and what differentiators are required to reduce entry risk.

At the the best of times, market entry involves a considerable amount of risk. Lack of sufficient information about competitors and specific end-user requirements increases this risk even further.

Guidance of your organisation through a StratNovation Market Entry research assignment will enable more insightful and effective decisions to be made prior to entering a new market, either locally or internationally. Outcomes will be dictated by reliable market facts and competitor intelligence.

In guiding a Market Entry research assignment, the following market dynamics are typically considered:

- gathering precise knowledge about the demand market segments and their dynamics;
- in-depth knowledge about the product / service end user needs;
- quantification of the supply-side competition and their market shares; and
- knowledge of the level and criteria and upon which factors companies compete.

StratNovation's highly skilled research team conducts in-depth and insightful research following tried and tested research processes. We undertake comprehensive market analysis and synthesis through proven methodologies, providing information and analytical interpretations on all aspects of entering the market.


The benefits of utilising our research process to undertake a Market Entry assignment ensures that:

- the most attractive market segments are targeted;
- opportunities are discovered and precisely quantified;
- strategic entry options are succinctly, but factually presented; and
- decisions are made based on insightful analysis and synthesis to best ensure a maximum return on the investment being considered.


Before making decisions on entering new markets, StratNovation would be willing to discuss and guide your research requirements on how we can add value to you market entry decisions by providing insightful perspectives on new target market opportunities.

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