

## Conduct a Market Survey

Abroader assists clients to capture opportunities in new markets, and conduct feasibility studies. Mapping a business opportunity prior to commencing your business in a new market is a way to reduce risks and gives input for a market entrance strategy. We plan and execute the study and present the recommendations. Our local and on the ground experience helps in optimizing the outcomes and making strategies workable. Implementation plans can then be prepared on the basis of findings.

# FACILITATE

## MARKET ENTRANCE

## Sector Opportunity Studies

Sector study identify products and services that show export potential. By formulating practical recommendations, companies can draft their market entrance strategy. Sector studies include an Export Potential Assessment, where a company service concept is matched with the market scenario. Sector studies also touch on the most promising opportunities and include Expert Opinions in order to draft the first business scenario's to get started.



## Pre Feasibility Studies

In a feasibility study, the strategies are combined with financial data and prepare companies for the implementation of plan. Feasibility studies are important when investments have to be prepared and (new) management has to be hired.



## When to Conduct a Market/Feasibility Study:

A market/ feasibility study is **not always needed** to get started in a new market. If a foreign company decides to partner with a local firm (for distribution, product development or technology development) the expertise is often in the **hands of local partner**. A good collaborative model includes the **transfer of knowledge**, for example by scheduling regular site visits, in-house seminars and presentation sessions. Working closely together with an Indian partner is a feasible way forward. However, if a company is **not ready (yet) to sign-up with a new partner**, then a study can be a very convincing tool to support to the proposed strategy to management, investors or banks.

## Mapping of Partners/Distributors

Partner mapping is a tool that is used to prepare meetings and give input to the first understanding of the available options of collaboration. Opportunities with relevant partners are identified to facilitate corporate strategy

**Interested?** Contact Us at [info@abroader.com](mailto:info@abroader.com).