

GLOBAL MARKET ENTRY PROGRAM

MARKET EXPANSION LYFCYCLE & FOCUS AREAS



**- ENTRY -
GETTING
A FOOHOLD**



**- GROWTH -
CONQUERING
& DEFENDING
YOUR POSITION**



**- RENEWAL -
SUSTAINING
& ADAPTING**

PHASE	MARKET PREPARATION	GO-TO-MARKET EXECUTION	GROWTH & SCALING
FOCUS	Creating brand awareness, building credibility and attracting early adopters.	Strengthening brand preference and increasing market share.	Refreshing brand positioning to maintain relevance as the market evolves.
OBJECTIVES	Market penetration, customer acquisition and first revenue milestones.	Customer loyalty, differentiation and scaling operations.	Market innovation, customer retention and business model adaptation.
KEY ACTIONS	Heavy marketing, partnerships and initial traction strategies	Expanding distribution, refining pricing and optimizing customer experience.	Product updates, new value propositions and re- engagement campaigns.
KEY MILESTONES WHAT DEFINES SUCCESS IN THIS PHASE?			
DEPENDENCIES WHAT MUST HAPPEN BEFORE MOVING FORWARD?			

