

GLOBAL MARKET ENTRY PROGRAM

ACTION PLAN HOW TO USE THIS ACTION PLAN?

OBJECTIVE → STRATEGY → ACTION SET



1 START WITH YOUR OBJECTIVES & STRATEGIES

OBJECTIVE Establish reliable local sales and distribution channels for long-term growth.

GOAL Sign agreements with 3 key distributors within 9 months.

STRATEGY By forging strategic partnerships with 3 local distributors and setting up a distribution network that aligns with market needs.

2 BREAK IT DOWN INTO ACTIONABLE STEPS

3 DEFINE RESPONSIBILITIES, RESOURCES & BUDGET

P Area	ACTION	WHO	WHEN	BUDGET
"Which area is concerned?"	"What is it that we will do?"	"Who is responsible?"	"When will it take place?"	"What's the budget?"
Place	Research and shortlist 10–15 potential distributors in the target market based on reach, reputation and compatibility.	Market Expansion Lead	Jan 26	1 T€ (market research tools / databases)
People	Initiate contact and schedule introductory meetings with top 5 potential partners.	CEO	Feb 26	500 € (travel cost)
Process	Develop distributor selection criteria and partnership evaluation checklist.	Operations Mgr.	Dec 25	internal resources
People	Negotiate and finalize distributor agreements with selected partners.	CEO / CFO	Apr - Jun 26	2 T€ (Legal Budget)
Process	Set up onboarding and training sessions for new distributors to ensure brand consistency and operational alignment.	Operations Mgr.	Jul - Aug 26	1,5 T€
Profit	Monitor initial sales results from new channels and adjust support as needed.	Sales/Finance	Sep - Dec 26	internal resources

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GOAL xx

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