

# GLOBAL MARKET ENTRY PROGRAM



GMEP ACTION WORKSHOP  
THE HAGUE, 6 NOVEMBER 2025



# A warm welcome.

Happy to support your market entry action planning.



Ulrike

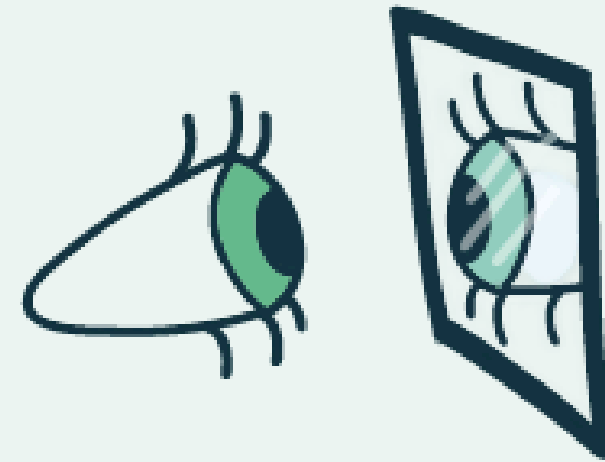


“A vision without action is just a dream.  
Action without vision is just passing time.  
Vision with action can change the world.”

— Nelson Mandela —



# REFLECTION





Module 1

# Awareness



- Setting the base for international success

Module 2

# Ambition



- Exploring target market opportunities
- Defining market entry strategies

Module 3

# Action



- Turning ambition into action

# Up to 90% of strategies fail — (Harvard Business Review)

NOT BECAUSE THEY'RE WRONG,  
BUT BECAUSE THEY'RE INCOMPLETE OR NEVER BROUGHT TO LIFE.

IS YOUR STRATEGY TRULY HOLISTIC —  
OR ARE YOU FOCUSING ON JUST  
ONE PIECE OF THE PUZZLE?



# Reasons for failure



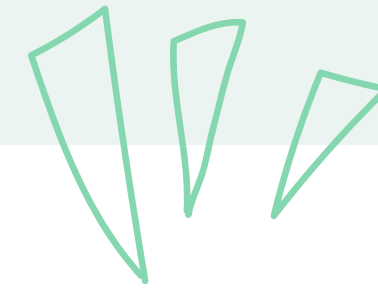
## 1 EXECUTION GAPS

- No clear priorities or next steps
- Plans stay on paper - no ownership or follow-up
- Too few resources for too many goals
- Underestimating the time it takes to gain traction



## 2 STRATEGY DESIGN GAPS

- Wrong assumptions about customer needs or local demand
- Plans too complex or not realistic
- Missing data or incomplete market validation
- One-size-fits-all approach = not adapted to the market

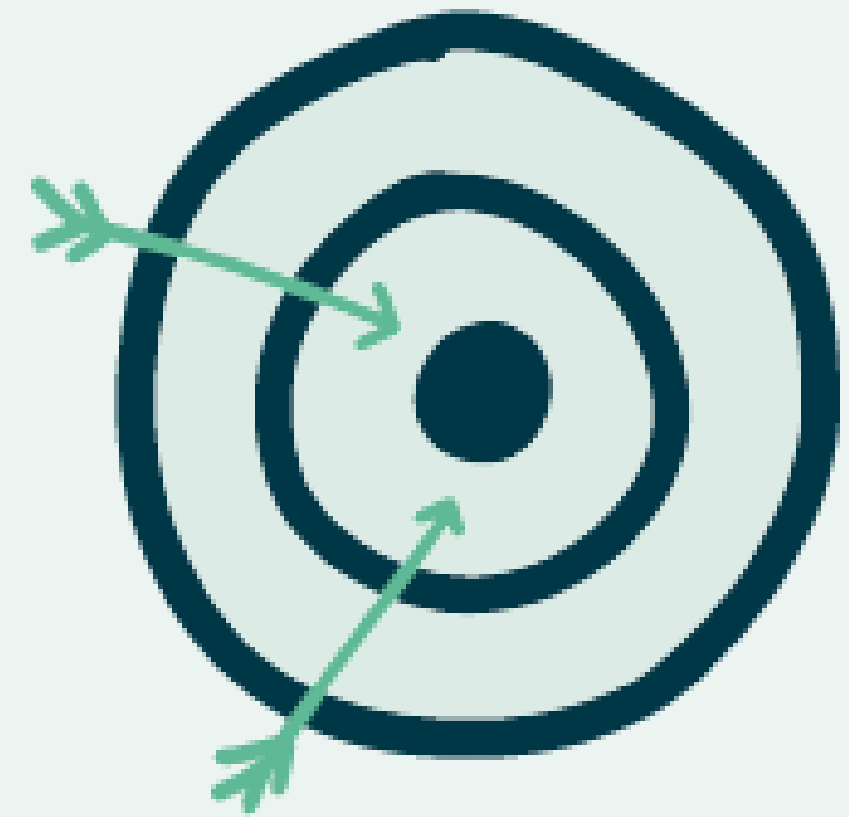


## 3 ALIGNMENT CHALLENGES

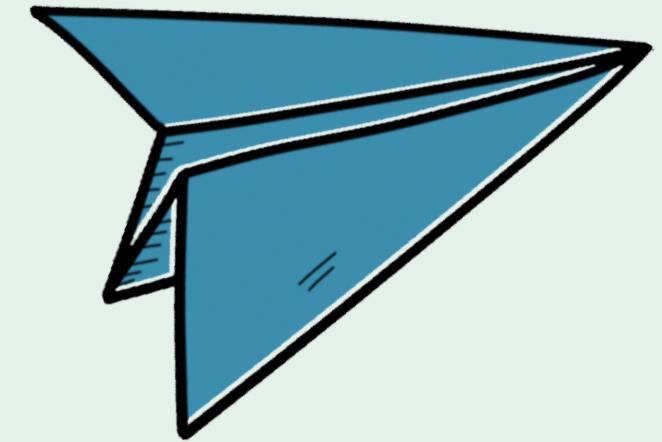
- Partners or team members not on the same page
- No shared understanding of the "why" behind decisions
- Lack of clarity on who does what, when

# Action

TURNING AMBITION INTO ACTION



# What are we doing today?



- 1 Checking in on our progress
- 2 Mapping out the Market entry journey
- 3 Setting the base for a solid, forward looking Action Plan



CHECKING IN ON OUR  
PROGRESS





## MAPPING OUT THE MARKET ENTRY JOURNEY



# Market expansion lifecycle



- ENTRY -  
GETTING  
A Foothold



- GROWTH -  
CONQUERING  
& DEFENDING  
YOUR POSITION



- RENEWAL -  
SUSTAINING  
& ADAPTING

Every market expansion unfolds in stages - each requiring its own focus, objectives and strategies.

Even if your business is established at home, your journey in a new market starts from the beginning.

# Market expansion roadmap



Zooming out before zooming in.



Visualize your market entry journey to see the full path to success.

"As you map your journey, ask yourself: Does this sequence make sense? Can I see the major steps and timing clearly?"

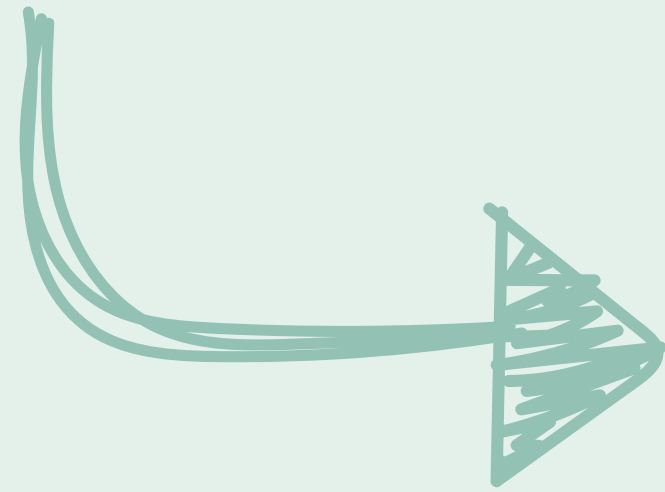
"This is your chance to zoom out and see the forest, not just the trees — detailed actions come next."



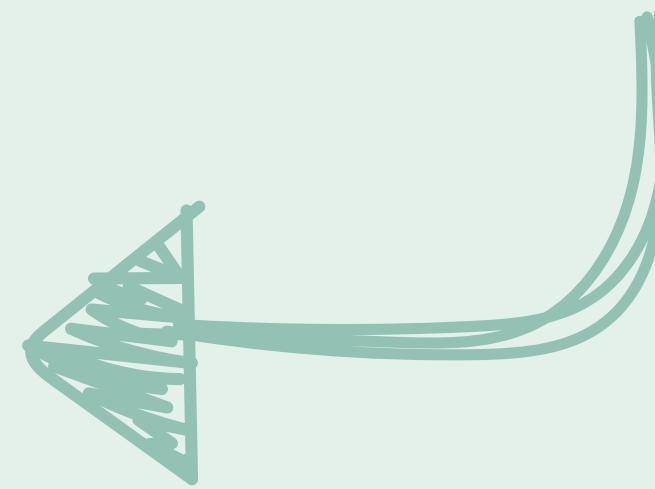
SETTING THE BASE FOR A  
SOLID, FORWARD LOOKING  
ACTION PLAN



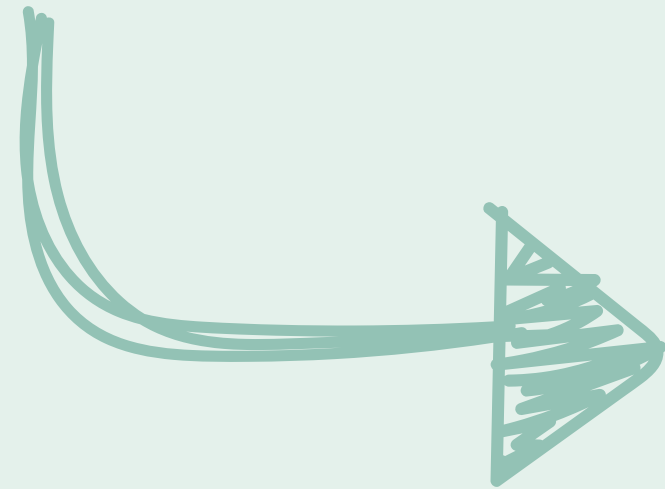
Objective



Strategy



Action



Result



# Action Planning

Why action planning matters:



Translates strategy into concrete steps



Brings clarity on who does what, when and how




Helps track progress and stay accountable



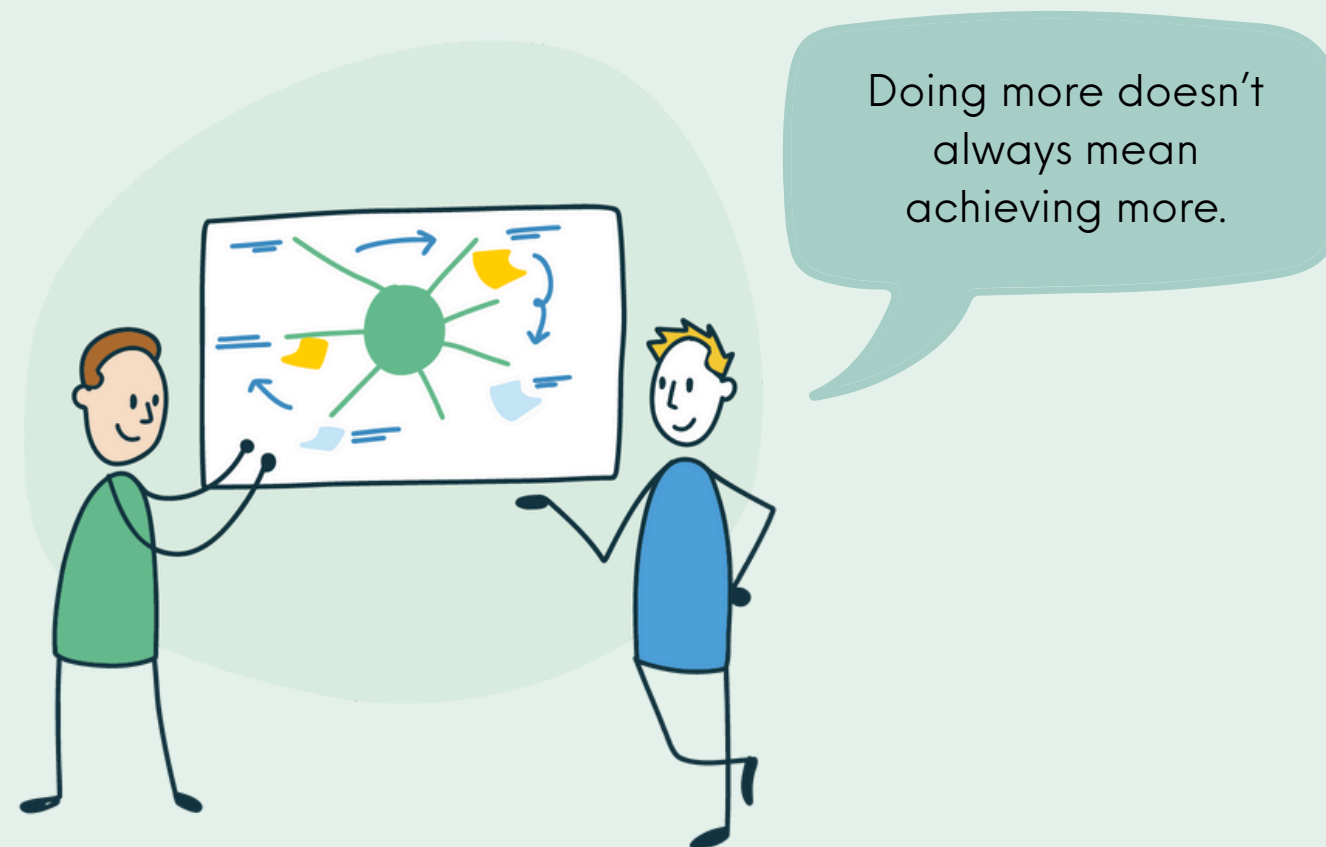
Turns ambition into measurable results

OBJECTIVE		STRATEGY		
Enter Objective		Enter Strategy		
1		1		
P-AREA	ACTION	WHO	WHEN	BUDGET
Promotion	2	Who is responsible?	When will it take place?	What's the budget?
4	Place	3	3	3
Profit				

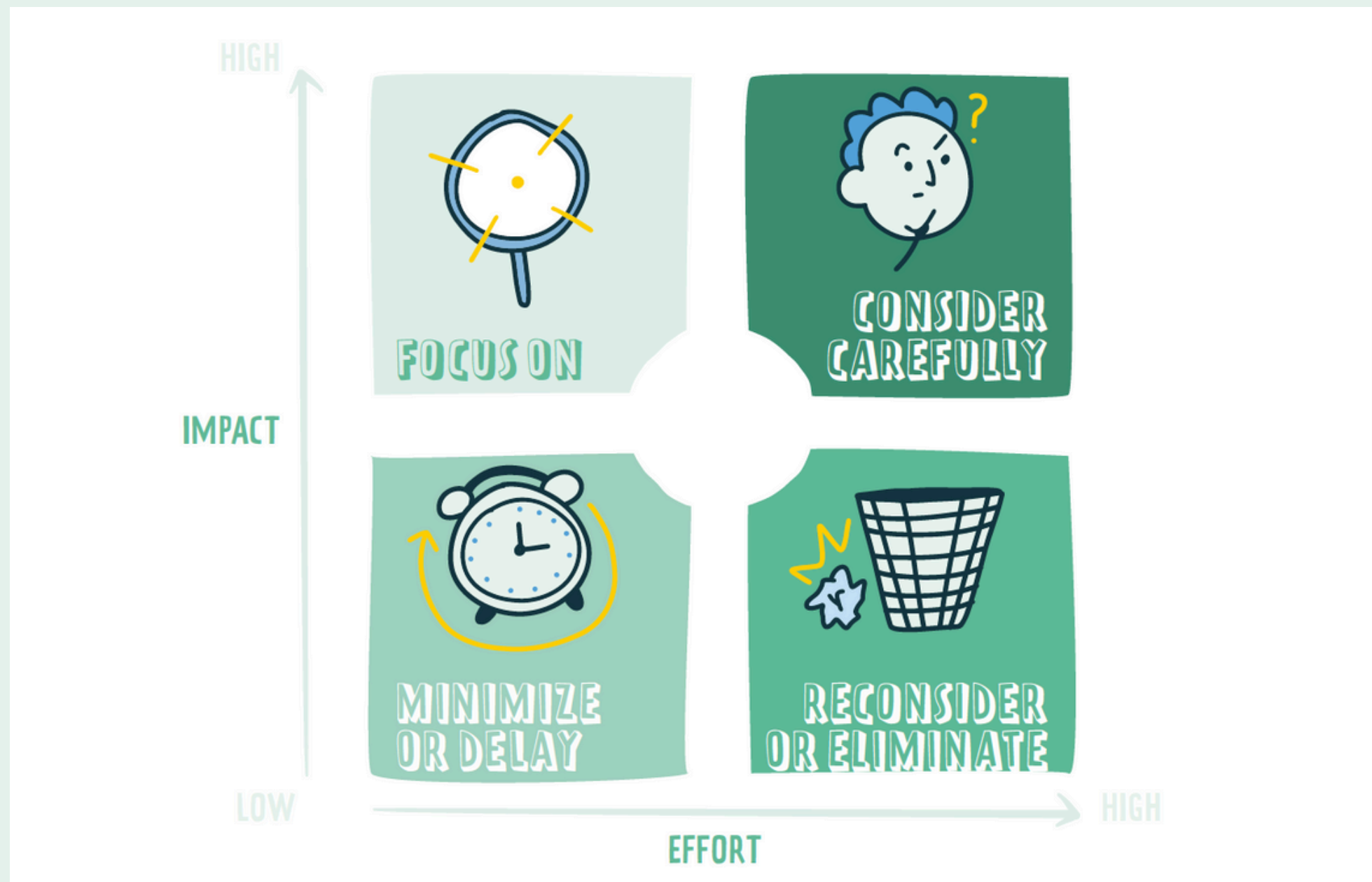


“You can do anything, but not everything.”

— David Allen —



# Prioritise for impact



Focus your effort where it creates the biggest impact.

"Growth is a moving journey  
—  
adjust your actions as you  
learn."

REVIEW. REFOCUS. REALIGN.



Are you ready?



THANK YOU  
FOR TODAY!



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