



SAMPLE COMPONENTS:
US Market Entry Services: us pepsm

While scope varies widely depending on a client's stage of development, needs and resources, some typical components of US Market Entry Services are outlined below. We do not generate tremendous amounts of paper in the process, just enough to generate buy-in and results. Timing and overlap of components in actual projects vary.

STRATEGY	EXECUTION		
PREPARATION	STRATEGIC PARTNERSHIPS	MANAGED ON-DEMAND BUSINESS OPS	SUCCESS METRICS
Market Validation	Recommended Partner Profiles	Business Entity Establishment	Key Performance Indicators
Market Definition	Partner Search	Business Operations Resource Identification, Contracting and Management	Performance Targets
Market Composition	Partner Negotiation	"Virtual" US Presence	Reporting & Feedback Mechanisms
Competitor Profiles	Partner Relationship Management	Legal and/or Regulatory Approval and Compliance	
Market Trends		Marketing Services	
Distribution Channels		Channel Optimization Services	
Market Entry Requirements		Administration and Management:	
SWOT Analysis		<ul style="list-style-type: none"> - Business Communications - Accounting and Finance - Import/Export and Logistics - Legal, Contracting - Distributor Recruitment and Management - Employee Recruitment 	
Growth Strategy Recommendations			