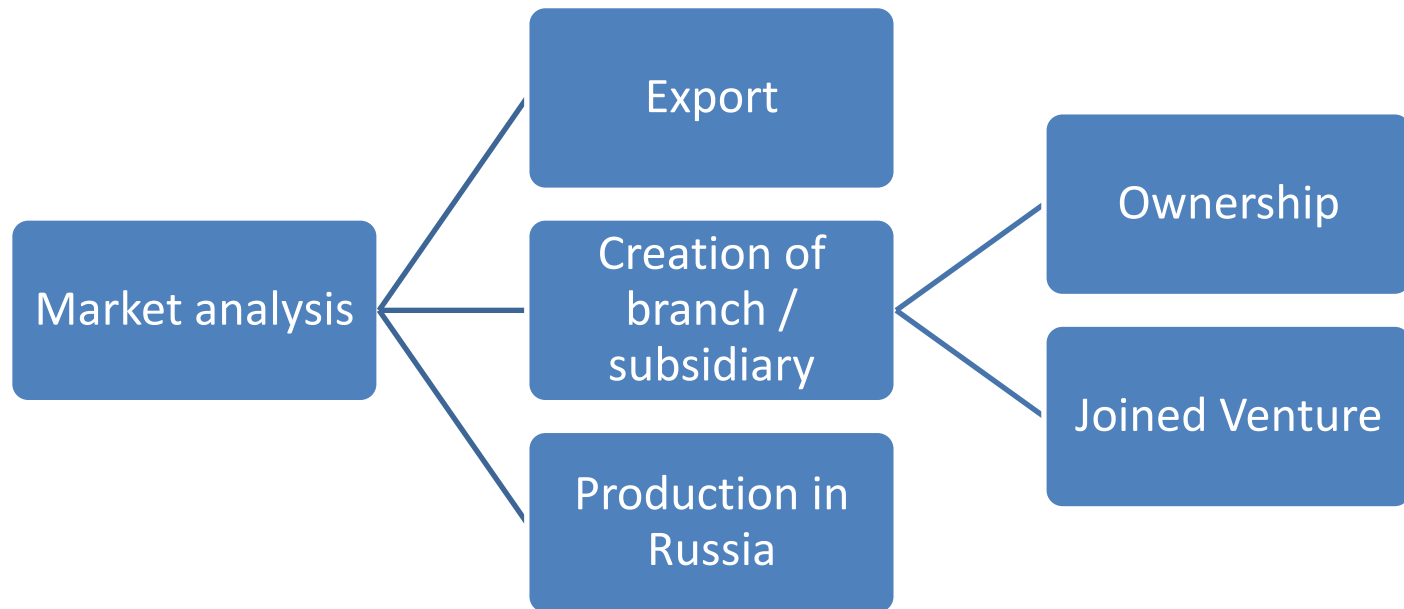
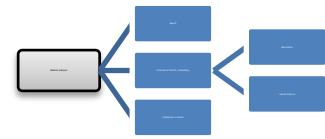




How to enter new market

Roadmap of foreign market penetration





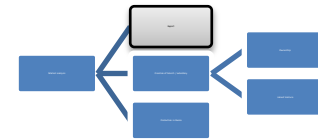
Market analysis

The objective of this phase consist in gaining general information on a market situation and preferable future steps.

The tasks are:

- Analysis of market potential;
- Analysis of competitive environment (five competitive forces);
- Analysis distribution channels;
- Estimation of costs, incomes, opportunities and threats of different market entry forms;
- Analysis of necessary licenses;
- Risk management.

The result of this phase is developed report with description of the current market situation, recommendations on the form of new market penetration and aggregated plan of next steps.



Export

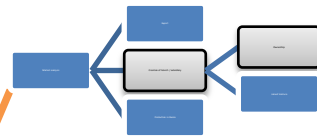
The objective of this phase is to build efficient distribution export channel on new market.

The tasks are:

- Creation of database of potential partners;
- Development of offers of cooperation and presentation materials;
- E-mailing, calling, negotiations, creation of shortlist of potential partners;
- Evaluation of shortlisted partners and development of partner contracts;
- Organization of participations on exhibitions and seminars;
- Follow up support.

The result of this phase is signed contracts with future local partners.

Creation of branch or subsidiary (Ownership)



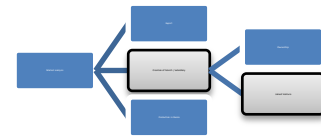
The objective of this phase is to set up and organize operations of branch or subsidiary on new market.

The tasks are:

- Creation of business plan;
- Search of office space;
- Registration formalities;
- Recruiting;
- Bookkeeping and audit;
- Development of marketing materials;
- Optimization of Customs procedures.

The result of this phase is organization of local branch or subsidiary.

Creation of subsidiary (Joined Venture)

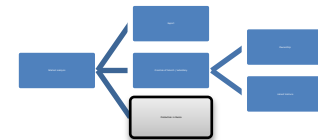


The objective of this phase is to set up and organize operations of subsidiary with local partner on new market.

The tasks are:

- Creation of database of potential investors;
- Development of offers of investment, presentation materials;
- E-mailing, calling, negotiations, creation of shortlist of potential investors;
- Evaluation of shortlisted partners and final negotiation;
- Handling with registration formalities;
- Follow up support.

The result of this phase is organization of subsidiary with investments of local partners.



Production in Russia

The objective of this phase is organization of production on new market.

The tasks are:

- Analysis of measures of government support;
- Government relations;
- Creation of business plan;
- Involvement of industry experts;
- Follow up support.

The result of this phase is organized local production.

Contacts

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