WSBDC International Trade Specialists Provide Your Business with Export Training, Advising Expertise, Market Selection and Market Fit Analysis

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Market Selection Process

Basic Steps of Market Selection

- Export Market Research
- Export Market Selection
- Market Fit Analysis
Evaluating The Export Market Fit

Review INTERNAL factors when considering your company’s mode of entry

Internal Decision Criteria

- Your Organizational Objectives
- Your Need for Control
- Internal Resources, Assets & Capabilities
- Flexibility
Evaluating The Export Market Fit

*Review EXTERNAL factors when considering your company’s Market Fit*

**External Decision Criteria**
- Market size and growth risk
- Government regulations
- Competitive environment
- Local infrastructure
Market Entry Strategies Can Evolve

- **Foreign Direct Investment** in manufacturing to keep price and transportation costs down
- **Strategic Alliances** with key distributors to increase sales volumes in more cities
- **Licensing or Franchise** Agreements with retailers to reach more customers
- **Direct Export Sales**
Know How Your Products/Services Fit Your Export Market
Find out how to take your products or services Global!

Contact a Trade Specialist
https://export.wsbdc.org/cms/contact-and-bios

Export Web Portal
https://export.wsbdc.org/