



U.S. Market Entry Services

For companies headquartered outside of the United States, penetrating the U.S. market is an important part of any business strategy. The U.S. market is large, homogeneous, and a traditional leader in most product categories. The rewards of a successful U.S. presence can be extremely gratifying. In addition to the U.S. market opportunity, establishing and maintaining market share in the U.S. can play an important role in maintaining technical advantage and market share in your home market.

Commercial success in the U.S. relies on three factors: a strong product, a comprehensive market entry strategy and a strong distribution and sales network. Unfortunately, many companies have failed in their attempt to enter the U.S. market. In most cases, these companies fail because they lack a clear market entry plan and lack experience in the U.S. market.

Your Gateway to Success in the U.S.A.

As a strategic operations, advisory and management consulting firm, The CXO Advisory Group can help you:

- Fine tune your product for the U.S. market
- Improve your competitive advantage
- Plan your market entry, product launch, sales and customer support strategies
- Establish and manage sales channels
- Generate sales, manage relationships, and support marketing

Above all, we open the gateway to high sales — and mutually profitable partnerships.

Four Steps to Profits

1

Perform Strategic Business Assessment

- Assess company's readiness to enter the U.S.

2

Develop and implement a customized U.S. market entry plan

- Develop product strategy for localization, pricing, discount levels, marketing programs that maximize customer exposure, and sales channel business models that maximize revenue.
- Implement the plan

3

Build channel relationships

- Leverage longstanding relationships to introduce products into the market
- Create and foster new channel and key customer relationships

4

Drive revenue

- Secure key reference accounts
- Establish a "pipeline" and tracking system for new sales opportunities
- Track effectiveness of existing channels
- Provide tools to assist reseller or distributor organization to close large accounts
- Establish strategic partnerships with other manufacturers

Critical Issues Challenging You

The CXO Advisory Group can help you answer the challenging operational, sales and marketing questions, such as:

- Are we ready to enter the U.S?
- How can we cost effectively enter the U.S. market?
- What is the competitive landscape?
- How do pricing strategies differ in the U.S.?
- What sales strategy would be most effective?
- What is the right balance between direct and indirect sales?
- Who should we approach for strategic alliances and how do we build these partnerships?
- How do we set up an effective marketing, service and support program?

Strategic Business Assessment

Do you have the resources to enter the U.S. successfully? Entering the U.S. market will take a significant amount of corporate resources and you must be sure that the company can handle the strain it will put on current operations.

The first step in the program is to evaluate your product and perform an assessment of the company and its operations. This will give us a good indication of your potential for success in the U.S. market. We begin by performing an internal evaluation of the corporation, interviewing key personnel, reviewing available market research, laying out a schedule of milestones, then interviewing key customers.

At the root of our strategic business assessment is a deep understanding of technology, as well as current and emerging customer needs. Our Strategic assessment may involve determining the best places to allocate corporate resources; identifying shifts in the market and positioning the company for different market scenarios; reviewing the effectiveness of sales channel strategies; assessing a stalled product launch; or develop specific strategic plans to assist business units with new business development, market analysis and improvement in profitability.

Market Entry Plan

Next we will produce a comprehensive market entry plan that will provide you with a road map to introduce, market and distribute your product in the U.S. The Plan will include:

- An in-depth assessment of the effort required to finalize your product for production and market introduction
- Development of a market introduction plan which will include: Recommended Pricing Structures, Distribution Channel Recommendations, Budgets, Launch Schedules and Timetables, Advertising, P.R. and Trade Show Strategies
- Establishment of a target date for the start of sales
- Development of a unit sales plan for the first twelve months

Implementing the Plan

Using the accumulated information, market insights and decisions made during first two stages of program, we will assist you in executing the plan.

We are offering you the opportunity to leverage our marketing, technical, channel management and administrative resources. We are looking forward to being your strategic partner in entering the largest market in the world.

Industry Expertise

The professionals of the CXO Advisory Group have in depth experience in a broad spectrum of industries, including but not limited to:

- Manufacturing
- Industrial and automotive products
- Consumer electronics
- Consumer packaged goods
- Publishing and media
- Computer hardware and software
- Internet and e-commerce
- Information technology/data services

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