

Case 15: "Expansion into a new market"

Context: EcoDrive, an electric vehicle manufacturer, plans to enter the Southeast Asian market. Management faces the challenge of adapting the product and marketing strategy to local conditions where strong competitors already have significant market shares.

Problems:

- The need to adapt products to local preferences and legislation.
- High competition from local and international brands.
- Lack of local infrastructure to support the use and maintenance of electric vehicles.

Questions:

1. What marketing and product adaptation strategies can help a company successfully enter the Southeast Asian market?
2. What partnerships and collaborations can be beneficial to accelerate time to market and reduce start-up costs?
3. What risks are associated with entering a new market and how can they be minimized?