**Step 2 (Beachhead Market Selection) Worksheet**

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| **Beachhead Market Selection Worksheet** | | | | |
| **Criteria** | **Market Segment = \_\_Leisure Travelers \_** | **Market Segment = \_\_Business Travelers\_\_** | **Market Segment = \_\_\_Digital Nomads\_\_\_** | **Market Segment = High-Net-Worth Explorers** |
| **Rating is Very High (best), High, Medium, Low, Show Stopper (worst)** | | | | |
| **1. Economically Attractive** | |  | | --- | | High (2) |  |  | | --- | |  | | |  | | --- | | Very High (1) |  |  | | --- | |  | | |  | | --- | | High (2) |  |  | | --- | |  | | |  | | --- | | Very High (1) |  |  | | --- | |  | |
| **2. Accessible to Our Sales Force** | |  | | --- | | Very High (1) |  |  | | --- | |  | | |  | | --- | | High (2) |  |  | | --- | |  | | |  | | --- | | Medium (3) |  |  | | --- | |  | | |  | | --- | | Low (4) |  |  | | --- | |  | |
| **3. Strong Value Proposition** | |  | | --- | | Very High (1) |  |  | | --- | |  | | |  | | --- | | Very High (1) |  |  | | --- | |  | | |  | | --- | | High (2) |  |  | | --- | |  | | |  | | --- | | High (2) |  |  | | --- | |  | |
| **4. Complete Product** | |  | | --- | | Medium (3) |  |  | | --- | |  | | |  | | --- | | High (2) |  |  | | --- | |  | | |  | | --- | | High (2) |  |  | | --- | |  | | |  | | --- | | Medium (3) |  |  | | --- | |  | |
| **5. Competition** | |  | | --- | | High (2) |  |  | | --- | |  | | |  | | --- | | Medium (3) |  |  | | --- | |  | | |  | | --- | | Medium (3) |  |  | | --- | |  | | |  | | --- | | Low (4) |  |  | | --- | |  | |
| **6. Strategic Value** | |  | | --- | | High (2) |  |  | | --- | |  | | |  | | --- | | Very High (1) |  |  | | --- | |  | | |  | | --- | | Very High (1) |  |  | | --- | |  | | |  | | --- | | Medium (3) |  |  | | --- | |  | |
| **7. Personal Alignment** | |  | | --- | | Very High (1) |  |  | | --- | |  | | |  | | --- | | High (2) |  |  | | --- | |  | | |  | | --- | | Very High (1) |  |  | | --- | |  | | |  | | --- | | Medium (3) |  |  | | --- | |  | |
| **Overall Rating** | |  | | --- | | **1st Place** |  |  | | --- | |  | | |  | | --- | | **2nd Place** |  |  | | --- | |  | | |  | | --- | | **3rd Place** |  |  | | --- | |  | | **4th Place** |
| ***Rating for Ranking is 1 (most attractive) to 4 (least attractive) – Key Factors is Most Important Contributor to the Ranking*** | | | | |
| **Ranking** | 1 | 2 | 3 | 4 |
| **Key Deciding Factors** | Large customer base,  Scalability – easy to reach different geographies,  Very strong value proposition | **Very high economic attractiveness** (corporate clients, premium pricing),  Requires integration with existing business travel services,  High strategic value | Strong emerging market (growing due to remote work trends),  Willing to try new solutions but difficult to acquire,  Recurring revenue potential (subscriptions, long-term use cases) | High revenue per user but hard to reach,  Trust & brand reputation are key challenges,  Low accessibility to sales force (requires exclusive networks) |