stergeti asta

Beachhead market

Use the table below (and add it to your excel file, as a sheet named “beachhead selection”) to analyse te markets already identified in the MS matrix. Add a column for each market segment identified in the MS matrix

Rank 5 (for the best), 4 (for good), 3 (for medium), 2 (for bad), 1 (for worst)

Based on the analysis, you might go back to refine your markets in the MS matrix

|  |  |
| --- | --- |
| Criteria | Market segment  ………………… |
| 1. Economically attractive |  |
| 1. Accessible to your sales force |  |
| 1. Strong value proposition |  |
| 1. Complete product |  |
| 1. Competition |  |
| 1. Strategic value |  |
| 1. Personal alignment |  |
| Overall rating |  |