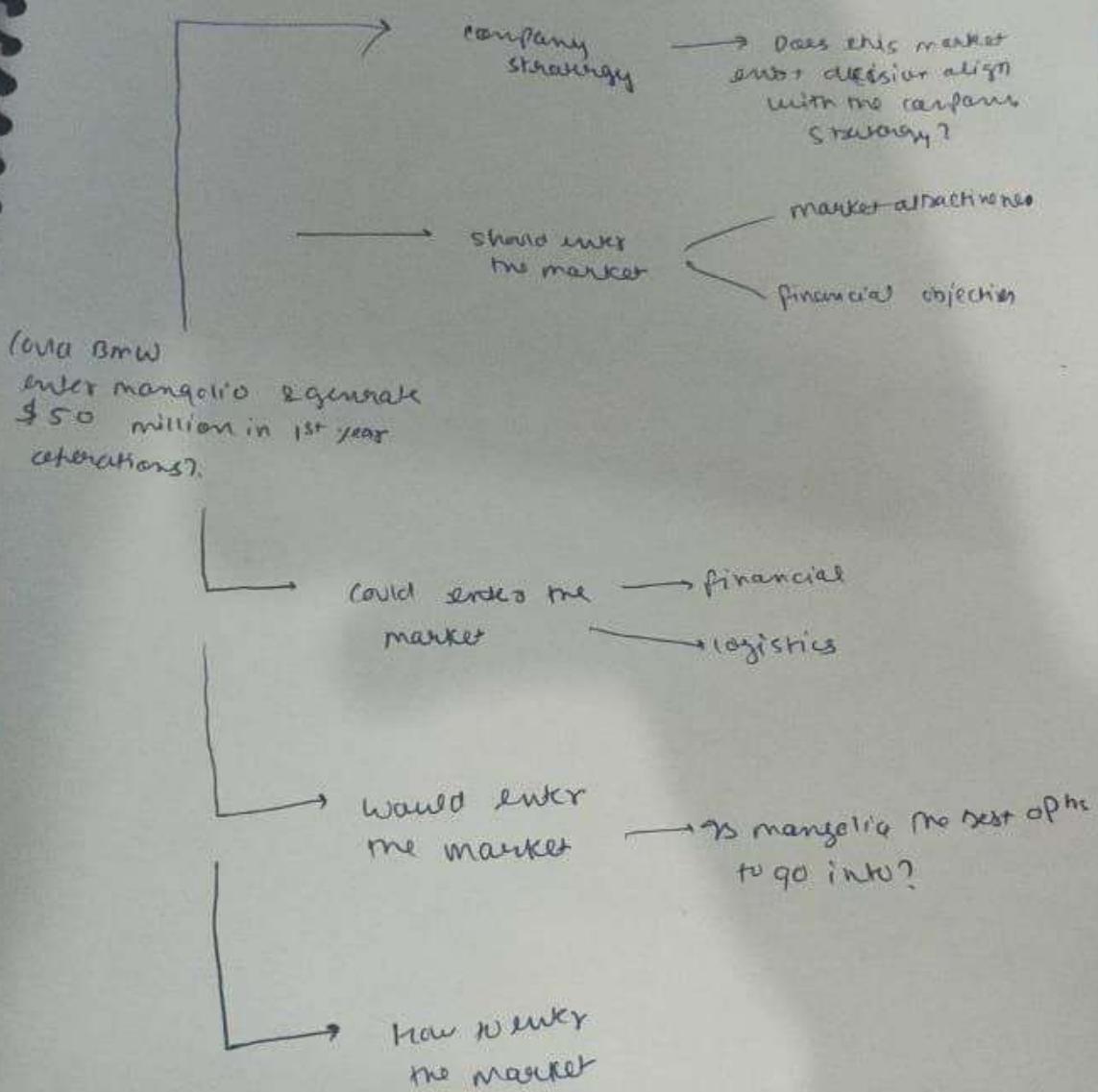


A car dealership or vehicle local distribution is a business that sells new or used car at no retail level based on a dealership contract with an automaker or its sales subsidiary

Findings →

Cold start - no existing operations, no partners, no prior presence



green field investments - occurs when a parent company begins a new venture by constructing new stores or factories in a country outside where the company is headquartered

good questions. (Be to the point)
try to implement it in your own style to make your own
frameworks

BMW car study-

BMW

Objective for?

- ① what choose this time to enter mongolian market
- ② why they choose Mongolia specially?

Decision on Finance & political both

Success metric - to generate \$50 million revenue in my
first year operation

Company totally rely on their mission vision & passion
on applying a strategy

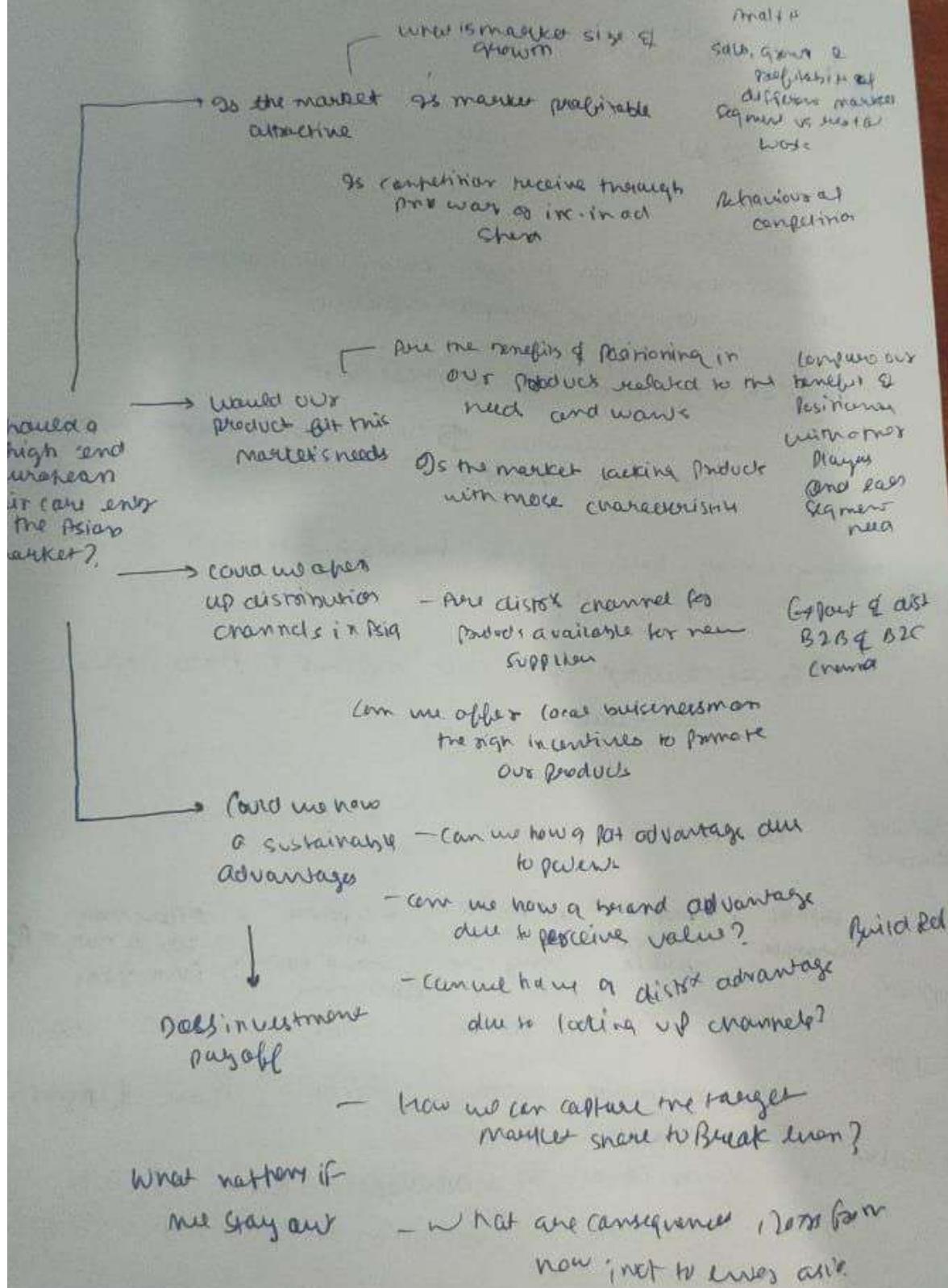
Usy. of Country pop is in capital & new city
Ulaanbaatar.

Supply and Demand.

	Drops of Ulaanbaatar	% people who afford vehicle	% people who would buy cars	% people who purchase BMW cars	# cars they would buy x avg. pric.
Consumption	1.5 million	10%	60%	10%	0.2 \$60,000
Retention	0.15 million	90,000	4000	1800	\$108 million

4th check

Each person in Ulaanbaatar Spend 72 USD
on BMW cars in a year



Market Entry Strategy

Market entry how a company plans to begin selling its products and services in a market which it doesn't currently operate.

Trade barriers -

Localized knowledge - what's happening locally and how to position

Price localization - what is an acceptable price for the buyers of the product

Competition - there will always be competition

Export subsidies - does your home country target market offer an incentive

Tariff rates

Does product to be localized
Transportation cost
Marketing

} increase company cost

9 Types of Market Entry Strategy -

1) Direct Exporting

Licensing

Franchising

Partnership

Joint Ventures

Buying a Company

Piggybacking → sell part to large domestic firm

Turnkey projects → provide services

Greenfield investments