

PROBLEM STATEMENT

TargetIT, which is the IT SaaS products and services company, has a portfolio of products and is considering expanding its operations into new international markets, such as Southeast Asia and the Middle East. It is looking for help with decision making.

SOLUTION

COMPANY

- Learn about the clear objectives for international expansion as -
 - Profitability
 - Global brand building
 - Enhancing brand recognition and reputation
 - Currency advantage
 - Increasing market share and revenue
 - Accessing new customer segments
 - Diversifying revenue streams
 - Leveraging global talent and resources
 - Expanding the customer base
 - Entering untapped markets
 - Gaining a competitive advantage
 - Maximizing economies of scale
 - Securing strategic partnerships and alliances
- Learn about the revenue size, revenue growth, profit margins QoQ of the company, cash at hand,
- Strengths, weaknesses, opportunities and threats of the company.
- learn about the company's short-term and long-term growth strategies and if international expansion achieves those strategic goals.
- Company's current brand value and if international expansion will enhance it.
- Learn about the company's products and services and if these products and services will have a demand in the new market.
- Prioritize and build various distribution channels in the target company or leverage existing distribution channels -
 - Direct sales team

- Online sales (e-commerce)
- Partner resellers
- Value-added resellers (VARs)
- System integrators (SI)
- Original equipment manufacturers (OEM)
- Independent software vendors (ISVs)
- Consultants and solution providers
- Distributors and wholesalers
- Corporate or enterprise sales teams
- Channel partnerships and alliances
- Digital marketplaces or app stores
- Affiliate marketing programs
- Telemarketing and inside sales
- Self-service portals or web stores
- Growth compared to the industry in the current market. Learn our weakness and strength if our growth is slow or fast compared to the industry.
- Learn if company profits are in favor of international expansion. In case the profits are low, funding the startup would be an issue.
- Learn if the company is private or publicly traded.
 - For Publicly Traded Company -
 - Greater access to capital through stock offerings.
 - More scrutiny from shareholders and analysts.
 - Higher transparency and reporting requirements.
 - Increased exposure to market fluctuations.
 - Potential pressure to meet short-term financial targets.
 - For Private Company -
 - Limited access to capital compared to publicly traded companies.
 - Less scrutiny from external shareholders and analysts.
 - Lower transparency and reporting requirements.
 - Flexibility in decision-making without public disclosure.
 - Not bound by quarterly financial reporting expectations.

TEAM

- Learn about the skills of the existing employees, and the need to hire new skilled employees.

- Define the team onboarding process of new employees, and training process for existing and new employees.
- On a quarterly basis learn about the team's interest in the cultural fit, career goal, potential, performance, skills, and will to effectively improve the product.

TARGET COUNTRY MARKET

- Analyze political, economic, social, technological, environmental, infrastructural development, currency stability, and legal aspects of the country.
- Identify the availability of skilled workforce in the target country for development, enhancement, and operations.
- Identify if the company values are compromised to achieve success.
- Learn about the market share of each competitor, and their competitive advantage / USP.
- Learn about the industry size.
- Learn about the industry growth drivers.
- Learn about the industry trends YoY, profit margin trends YoY or the growth rate.
- Learn about each product's unique selling proposition.
- Learn about their pricing models, pricing competition, and monthly and yearly price.
- Learn if the recession would impact our software demand and revenue.
- Learn if the competitors have patented the same product and list the options to mitigate the risk of copying any patented product.

ENTRY STRATEGIES

- Perform cost-benefit and risk analysis to various market entry strategies-
 - Start from scratch
 - Acquire a local player
 - Form a joint venture
 - Sign a partnership with the existing well performing player
 - Launch a franchise or grant a license to the existing player

FUNDING

- Calculate the amount of funds needed.

- Select and check availability of each type of funding - Bootstrapping (from company's current profits), Angel investment, Venture capital (VC) funding, Seed funding, Series A funding, Series B funding, Series C funding, Series D funding, Series E funding and beyond, Private equity investment, Initial Public Offering (IPO), Crowdfunding, Strategic partnerships, Debt financing, Convertible notes, Revenue-based financing, Grants, Government funding, Accelerator program funding, Incubator program funding, Corporate venture capital (CVC) investment, Joint ventures, Mergers and acquisitions (M&A), Strategic investors, Pre-sales and pre-orders, Licensing deals, Royalties, Corporate partnerships, Collaborative funding models.
- Allocation of funds for different activities to enhance and launch the new software.
- Select if the funding would be on debt or equity.