

## Market entry - framework

### ① Preliminary questions: CACP

#### ↳ Company

- Why does it want to expand/launch?
- What's the motive? Profit / Break-even

#### ↳ Product

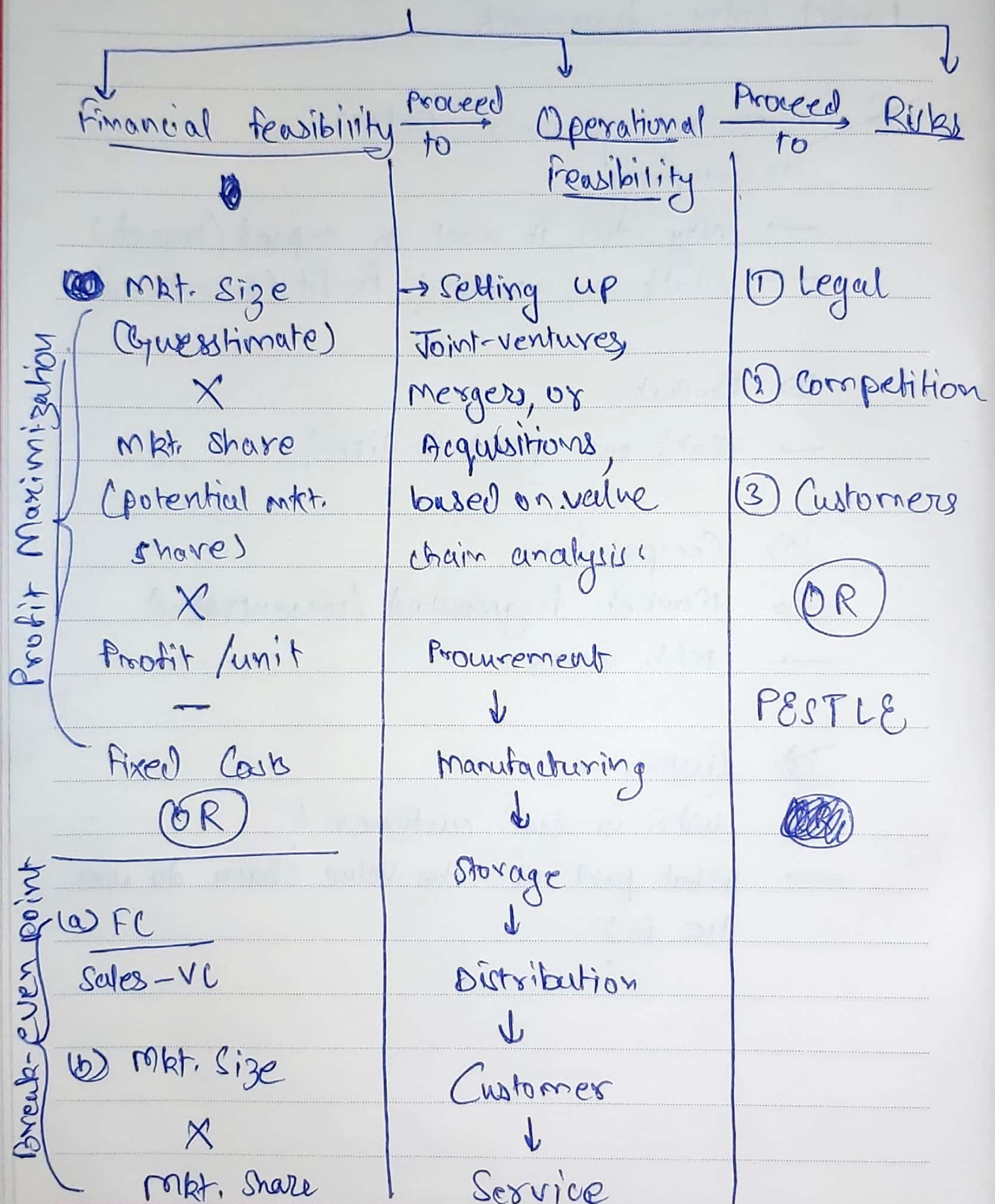
- What's our product like?

#### ↳ Competition

- Market fragmented / concentrated
- Mkt. share

#### ↳ Customer

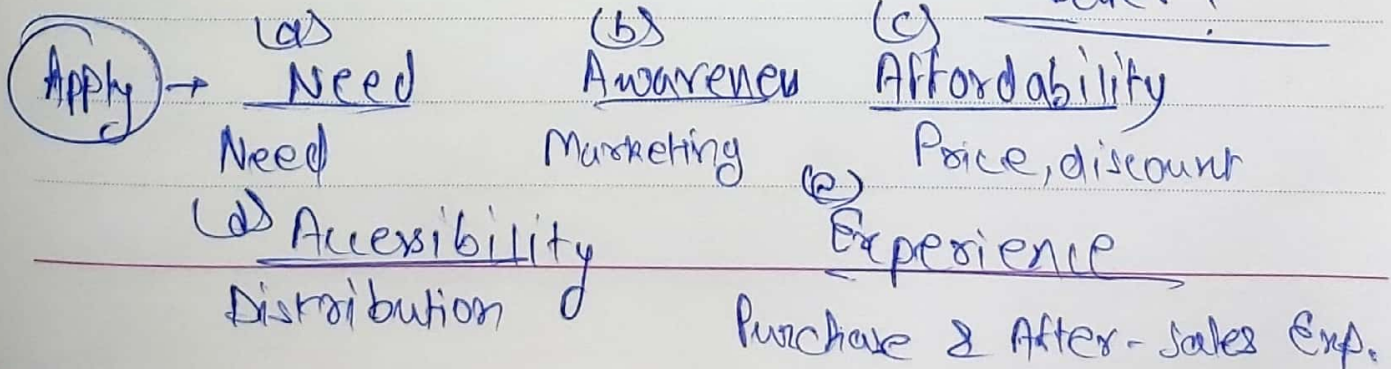
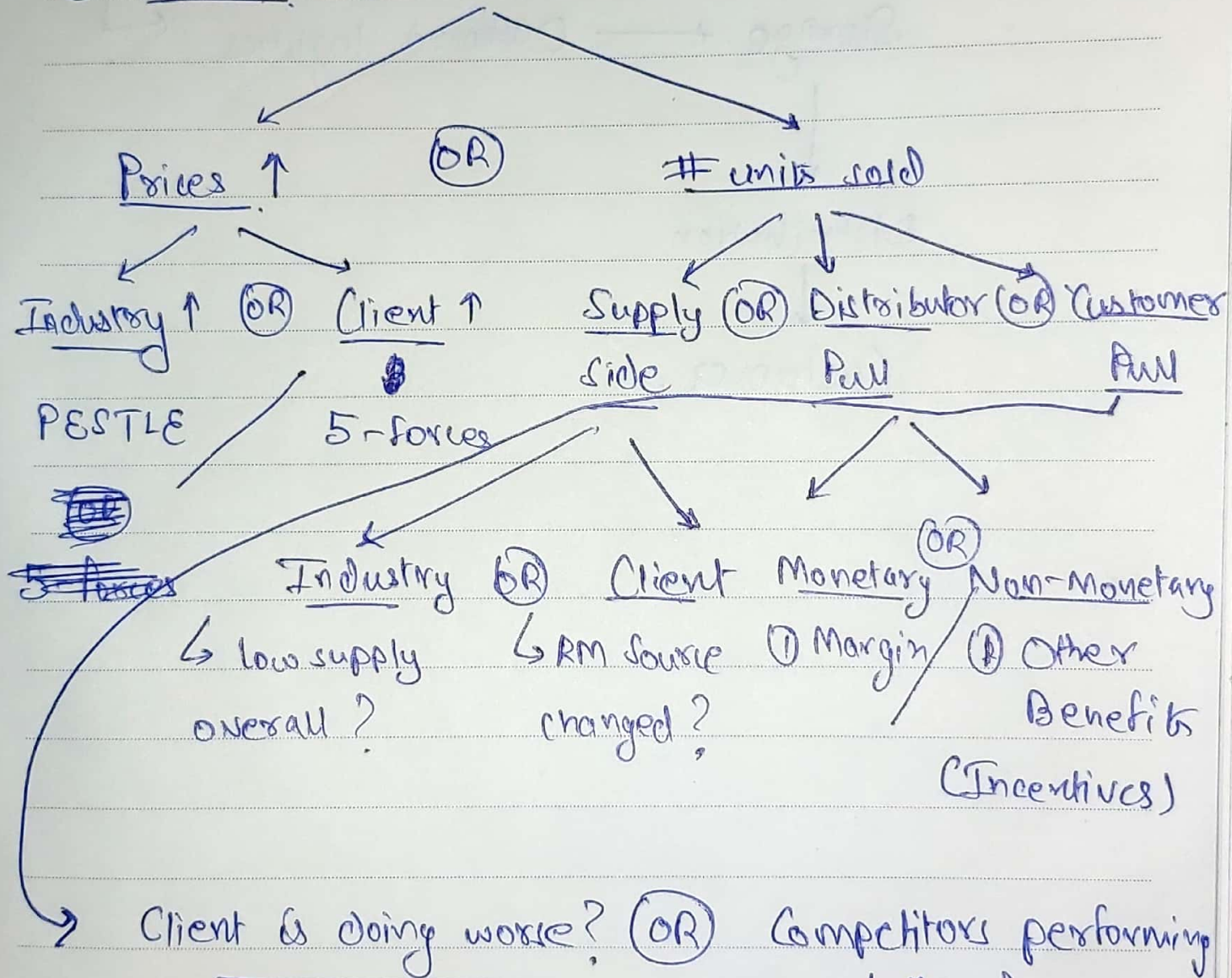
- Who is our customer?
- What part of the value chain do we lie in?

(2) Process



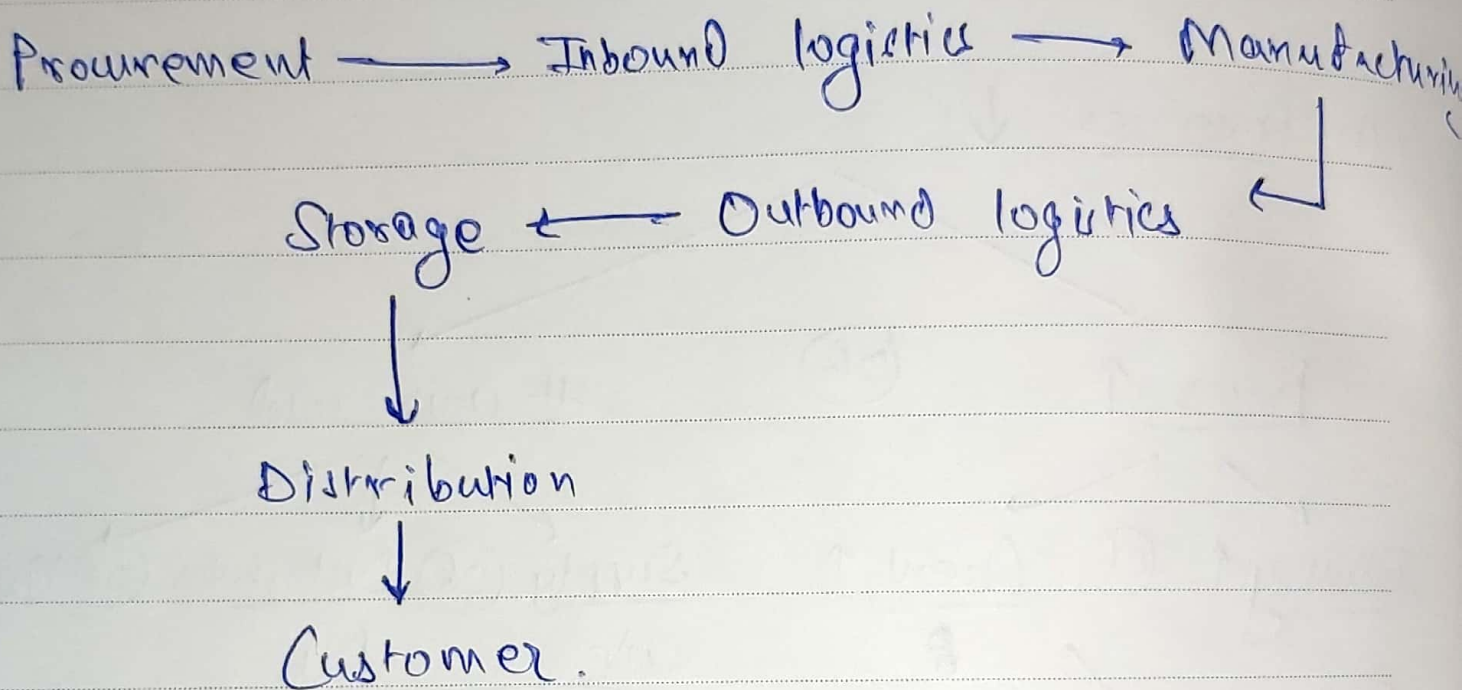
Profitability → Profits down, stagnant, low as comp.  
 → Sales down to competitors  
 → Costs up.

① Revenues ↓



② Costs ↑

→ Value Chain Analysis



Preliminary Qs:

- ① Profit down to what extent?
- ② Since when is it happening?
- ③ What part of value chain does the client operate in?
- ④ Industry pattern?
- ⑤ Understanding CAC