

# Typical pitfalls in a market entry case structure

## 1. Confusing market entry case with go-to-market case

### Market entry case

- Market size and growth rate
- Competitive landscape
- Typical profitability
- Barriers for entry

### Go-to-market case

- Volume dynamics
- Client's capabilities:
  - Funding
  - Expertise
  - Distribution network
- Strategies:
  - Marketing
  - Pricing
  - Distribution
  - Offerings
- Financial analysis
- Operations

## 2. Confusing market entry case with sales growth case

## 3. Consolidated vs fragmented competitive landscape