

## When entering the US/North America or expanding internationally, senior management faces several challenges

- **Which products/service offerings to choose for entry?**
  - Resource allocation questions, especially if there are several candidate products
  - The appropriate criteria for evaluation, balancing long-term strategic issues and short-term profits
- **Developing a US-focused marketing plan and strategy for already developed product(s)**
  - Appropriate segmentation to target with a differentiated position vs. competitors
  - Preferred marketing mix for targeted segments requires thorough market insight
- **Identifying new/creative applications/segments for existing products/services**
  - Can differ from market entry and growth strategies in home or other countries
- **Executing deep research to enhance marketing decisions**
  - Pricing; positioning; product features/development; channel; service decisions
- **Committing resources for a thorough evaluation before investing in the US or elsewhere**
  - Does the opportunity warrant the expense associated with resource commitments?
- **Creating a go-to-market strategy for new products in development**
  - Full analysis of the target segments and the adoption/diffusion of innovation
  - Marketing mix development requires significant resources in time/money
- **Implementing an innovation or the “killer technology”**
  - What are the profitable applications and risk-mitigation paths to pursue?

