

Market Entry Audit Checklist

Client Name: []

Date: []

Vyuh Global Consultant: [_____]

1. Introduction

Purpose of the Audit:

- What is the client's **main objective** for entering the new market?
 - ☐ Expand operations
 - ☐ Launch a new product
 - ☐ Enter a high-growth market
 - ☐ Other: [_____]

Scope of the Audit:

- Areas to focus on:
 - ☐ Market Analysis
 - ☐ Regulatory Compliance
 - ☐ Competitive Landscape
 - ☐ Cultural Considerations
 - ☐ Resource/Capability Assessment
-

2. Executive Summary

Key Findings (List top 3 insights after completion):

1. [_____]
2. [_____]
3. [_____]

High-Level Recommendations:

1. [_____]
 2. [_____]
-

3. Detailed Findings and Analysis

A. Market Analysis

- **Market Size and Growth Potential:**
 - Is the client aware of market size?
 - ☐ Yes
 - ☐ No
 - Is the market growing or declining?
 - ☐ Growing
 - ☐ Declining
- **Customer Segmentation:**
 - Have they identified their target customers?
 - ☐ Yes
 - ☐ No
 - Target Demographics: [_____]
 - Target Psychographics: [_____]

B. Regulatory Compliance

- **Key Regulations Identified:**
 - 1. Is the client aware of the regulatory landscape in the target market?
 - ☐ Yes
 - ☐ No
- **Compliance Gaps:**
 - 1. [_____]
 - 2. [_____]
 - 3. [_____]

C. Competitive Landscape

- **Competitors Identified:**
 - 1. ☐ Yes
 - 2. ☐ No
 - 3. Main Competitors: [_____]
- **Opportunities for Differentiation:**
 - 1. [_____]
 - 2. [_____]

D. Cultural and Operational Considerations

- **Cultural Insights:**
 - Any significant cultural factors to consider?
 - ☐ Yes
 - ☐ No
 - Describe key cultural insights: [_____]
- **Operational Challenges:**
 - Do they foresee any operational issues (logistics, supply chain)?
 - ☐ Yes
 - ☐ No
 - Key challenges: [_____]

E. Resource and Capability Assessment

- **Internal Capabilities:**
 - Does the client have the necessary resources for market entry?
 - ☐ Yes
 - ☐ No
 - Key resource gaps:
 -
 -
 - **Partnership Opportunities:**
 - Any potential partners identified?
 - ☐ Yes
 - ☐ No
 - Possible partners:
-

4. Actionable Recommendations

- **Immediate Actions (Next 30 Days):**
 1.
 2.
 3.
 - **Strategic Initiatives (Medium/Long-Term):**
 1.
 2.
-

5. Next Steps

- **Comprehensive Market Entry Strategy:**
 - Propose a detailed follow-up project?
 - ☐ Yes
 - ☐ No
 - Scope:
 - Timeline:
 - **Follow-Up Consultation:**
 - Schedule follow-up meeting?
 - ☐ Yes
 - ☐ No
 - Date:
-

6. Conclusion

- **Final Notes:**

- Does the client feel supported?
 - ☐ Yes
 - ☐ No
- Additional notes or concerns: [_____]

Vyuh Global Consultant Signature: []

Client Signature: []

○