



**legaligance**

# MARKET ENTRY STRATEGY



**LEGALIGENCE STRATEGIC CONSULTING LLP™**

## ❖ LEGALIGENCE MARKET ENTRY STRATEGY SERVICES

Entering new market is a key growth decision. It is important to understand the market before making strategic decisions with far-reaching consequences. We extend complete support, tailored to the needs of companies to successfully enter the India market.

### ❖ MARKET ENTRY STRATEGY FOR MARKET EXPANSION

We assess the growth potential through comprehensive market and opportunity assessment and enable our customers to develop a robust market entry strategy. Our Due Diligence enables companies to identify and qualify the opportunities, estimate the cost of capturing that opportunity and develop market entry options.

Developing & executing an impeccable entry strategy is critical to success. Successful strategic outcomes are best achieved when those responsible for execution are also part of the planning or formulation process.

While entering new markets for substantial additional revenues, an integrated product, branding, marketing and GTM strategy is important. We ensure that our customers use the right marketing mix, use the right promotional channels and the promotional tactics are aligned with the brand strategy to maximize returns on marketing investments.

**Opportunity  
Due Diligence  
for  
C-Suite**

Intent of Market Entry | Product Suitability | Market Research |  
Microeconomic Analysis | Competitive Landscape | Market Sizing |  
Strategic Partner Assessment | Route to Market Analysis | Regulatory  
Issues | Government Subsidies | Cost of Opportunity

**Go-to-Market  
Strategy**

Mergers and Acquisitions Advisory | JV and Technology Collaboration  
Advisory | Product Positioning Strategy | Marketing Strategy |  
Pricing Strategy | Strategic Business Partner Identification |  
Distribution Strategy | Direct Sales Strategy

## ❖ LEGALIGENCE MARKET ENTRY STRATEGY FOR GREENFIELD MANUFACTURING SET-UPS

Legaligance is a trusted strategic risk management consulting firm. We collaborate with visionary leaders to help you enter India’s culturally diverse market with adaptive strategies. we facilitate companies’ entry and expansion in India in opening offices, setting up manufacturing facilities, acquisition of local strategic partners and hiring the right talent. Our team comprises of experts from various industries and functions with strong business acumen and problem-solving skills to provide actionable and timely solutions to clients.

