



## Successful Market Entry Strategies

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## Synopsis

Now that you have already made the decision to enter the market or you might be amidst your new steps towards an international expansion, you must be in anticipation of what your business footprint will be and how you can drive profits at your door utilising your product's merits, your positioning, branding, new technologies, and sales strategies.

This guide will provide you with all-inclusive knowledge of what to expect from your market entry, what obstacles you might come across, how to tackle them, and how to measure your business performance in order to be able to make the best decisions for long-term sustainability and maximum profitability. Special attention will be given to various types of export, parallel importation and what the advent of new online technologies brings to the table.

Additionally, in the Appendix you will find the case studies of four prominent enterprises and the way they achieved their exceptional spot in the market. Learn how they made it and get a grasp of what a successful market entry is all about by following in their steps.



ASCOTT MARKETING MANAGEMENT L.L.C.  
registered address is at Business Bay Area,  
Burlington Tower, Plot No. 39, Property No.  
1301-28, Makani No. 25157 86586, Dubai,  
UAE

[info@ascottmanagement.com](mailto:info@ascottmanagement.com)  
[www.ascottmanagement.com](http://www.ascottmanagement.com)