



U.S. MARKET ENTRY

*Coaching Professors, Inc. , Inc. – U.S. Market Entry Consulting Division
Consulting Professors Online, LLC – U.S. Market Entry e-Seminar Division
The Journey of Choices, LLC - Empowerment Personal Programs for men and women*

TYPICAL ROAD MAP FOR U.S. MARKET ENTRY

1 – STEP ONE – The Research Period > 4 initial weeks + additional time as needed

2 – STEP TWO – Budget Computations and Entry Method > 4 initial weeks + additional time as needed

3 - STEP FOUR – Marketing and Sales Preparation – Website Review > 4 to 8 weeks + additional time as needed, including website reviews – if CERTIFICATIONS are needed this may take from 2 to 6 additional months

4 - STEP THREE (optional) – Market test feasibility > 8 weeks

5 – STEP FIVE – Set up (hiring and training marketing/sales personnel) > 6 to 8 weeks with personnel training

Option 1- Hire and operate in the U.S.

Option 2 – Hire and operate in source country

Option 3 – Contract a U.S. marketing and direct sales organization

6 – STEP SIX – Fine Tuning Outreach following metrics > 3 months, strategic alliances and distribution network set up

7 – STEP SEVEN - Growth Time > 2 to 3 years

Fees: Consulting fees are a function of the hours of advisory that are delivered. Other costs will be included in a budget prepared for the client, based on the chosen method of market entry.

MAJOR CONSIDERATIONS

Of the greatest importance in any successful U.S. market entry is the willingness of the client to provide what is needed in a timely manner, to be flexible and be willing to modify the outreach approach based on consultant's advisory, and to be patient during the start-up and fine-tuning time periods. The overall goal of any U.S. market entry is to maximize target market reach, strengthen company image, build a competitive advantage, customize product line delivery based on target market needs and maintain a customer-friendly and customer product return practice.

Finally, the role of a consultant aiding the U.S. market entry, is not to become an extended employee of the client, but it is to advise the client on what is needed for a U.S. market entry based on research and market knowledge and to evaluate and fine tune market entry strategies, to be transferred to the client for adoption.

ADDITIONAL CONSIDERATIONS FOR DIGITAL COMPANIES - For digital companies, with a product or service that may be rapidly delivered online, the crucial factors become branding recognition, marketing, customer service and product/service premiere deliveries and of most importance the adaptation of the original product/service to fit the U.S. target market practices.