

Case Study: International Market Entry Strategy

BestSecret.com is a closed Shopping-Community for Designer Fashion. Members are able to choose from 10,000 articles of 1,000 well-known brands.



BESTSECRET



Challenge

To grow and scale its business, BestSecret.com needed to develop its international market entry strategy with focus on UK.



Methods

Define BestSecret's market entry strategy:

Best practices and pitfalls of internationalization focused on fashion retail

- Set up standard approach for UK launch
- Identify key market characteristics for the UK

Optimize launch UK: Analyze in depth offering with fashion experts

Conduct web surveys with target groups

- Define adaptations to local market requirements: product portfolio, pricing, delivery, service
- Communicate USP
- Identify and fix operational gaps



Results

- Standard market entry approach defined
- Pricing and terms adjusted to local market
- Necessary improvements in offering, presentation and processes identified

enable2grow helped us to get a clear structure and roadmap for our internationalization, while they also straightened out important details of our launch in the UK.

Daniel Schustermann, CEO, BestSecret.com

