



# Go-To-Market Strategy

## Business plan development for entering new markets

Entering new markets, including new categories/countries, requires an in-depth and thorough business plan to ensure that you have the right go-to-market strategy for your brand.

Once your brand is well established in its home market the logical next step is to grow through international expansion. Entering new countries however always requires a thorough understanding of the different market and consumer requirements. Adaptations with respect to the legal environment, distribution, product benefit, and communication approach may be necessary.

enable2grow can support the development of a thorough business plan to expand into a new country. This includes cross-checking the principles and criteria and whether the brand or organisation is ready for this step, ensuring also financial success. Our process includes:

- Situation analysis
- Definition and check of launch criteria/requirements
- 5year business plan development including financials

**“Through a thorough plan, you are well-prepared for brand expansion with a long-term success perspective and sustainable international brand growth.”**



**Susanne Kraus** | Senior Enabler & MENA Representative

Susanne held marketing positions in notable multinational companies, which involved international collaboration with diverse countries. Especially her expatriate positions in the USA as well as the UAE, helped her to develop a deep understanding for the multifaceted local market requirements. In her strategic marketing role her focus was to define brand philosophy and brand vision as base for a successful brand expansion into new categories or new countries. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).