

## **Initial Market Entry Forecast**

### **Introduction:**

Now that you've selected your first country to enter and target market(s) within that country, your next key decision is creating a marketing plan for initial market entry: SKUs to introduce, price, advertising, distribution channel(s) and support (promotion and sales force).

### **Goals:**

- 1) Understand the levers that drive demand for your product
- 2) In-depth analysis of one major competitor
- 3) Develop a realistic forecast for your brand

### **What You'll Need**

CountryManager simulation and Market Entry Forecasting Model Excel Spreadsheet (reference Section 3 and Appendix 3)

### **Deliverables**

- 1) Printout of results from Market Entry Forecasting Model Spreadsheet (Note: do not be constrained by the spreadsheet provided – it should be seen as a “starting point” for your analysis. Feel free to develop your own model or modify the one provided.
- 2) Key assumptions and risks
- 3) (Optional) If you enter your forecast in the forecast/pro-forma part of the simulation, after you advance, compare the pro-forma with the actual. If there is significant variance, what do you think are the reasons for the variance? What might you do differently if you had the option to run again?