



Target Market Selection



WHICH COUNTRY MARKETS ARE MOST ATTRACTIVE?			
Primary Evaluation Criteria Scale of 1-5		SCORING OF POTENTIAL MARKETS (5 = Favorable 1 = unfavorable)	
1. Competition & Differentiators (Do customers have a reason to buy from you versus competitors? How do you compare to competition, in terms of product, service and price/delivered cost?)			
2. Market Demand & Growth Trend (Potential size and growth of the market for your product: Impact of key market trends on demand for your product)			
3. Pricing, Margins and Costs (Price, profit and cost in this market – for your product) Example of costs – logistics, insurance, marketing, customization of product			
4. Current Opportunities (Current inquiries, business relationships, or facilities of US customers in this market)			
Other Evaluation Criteria Scale of 1-3		SCORING OF POTENTIAL MARKETS (3 = Favorable 1 = unfavorable)	
5. Business Climate (GDP per capita, economic growth/decline, political risk, corruption, currency, tariff/VAT/trade barriers, availability of export financing)			
6. Legal & Compliance (Legal risks, regulatory barriers, intellectual property protection)			
7. Culture, Climate or Geography (Aspects of the culture, climate or geography or infrastructure that would help or hinder sales of your product)			
Show Stoppers (Would any of the above issues prevent you from being successful in this market? If yes, put an "X" under that country – and don't score)			
Total Scores from both sections (the higher the score the better potential the market for your product)			