

International Market Entry Strategy Outline

Date: [Insert Date]

To: [Recipient Name]

From: [Your Name]

Subject: Strategy Outline for International Market Entry

1. Executive Summary

[Briefly summarize the purpose of the letter and the main points of the strategy.]

2. Market Selection

[Discuss criteria for selecting target international markets, including market size and growth potential.]

3. Entry Mode Selection

[Outline different modes of entry, such as direct export, joint ventures, franchising, etc. and justification for the chosen method.]

4. Competitive Analysis

[Analyze the competitive landscape in selected markets, including main competitors and potential barriers to entry.]

5. Marketing Strategy

[Detail the marketing mix (product, price, place, promotion) tailored to the target market.]

6. Financial Projections

[Provide estimates of revenue, costs, and profitability expected from the international venture.]

7. Risk Assessment

[Identify potential risks associated with international expansion and proposed mitigation strategies.]

8. Conclusion

[Summarize the importance of following this strategy and call for feedback or approval.]

Thank you for considering this international market entry strategy outline. I look forward to your insights and feedback.

Sincerely,

[Your Name]

[Your Position]

[Your Company]