## SAMPLE FORMAT OF FOREIGN MARKET ENTRY PLAN

### 1. ANALYSIS
- **1.1 Potential Market(s)**
- **1.2 Industry Analysis**
- **1.3 Market Analysis**
- **1.4 Competitive Analysis**
- **1.5 SWOT Analysis**

### 2. COUNTRY REPORT
- **2.1 CAGE Framework**
  - Cultural/Administrative/
  - Geographic/Economic
- **2.2 Distribution Channels**
- **2.3 Potential Buyers**

### 3. TARGET MARKET
- **3.1 B2B/B2C Market**
- **3.2 Media**
- **3.3 Decision Makers**
- **3.4 Trend Setters**
- **3.5 Competition**

### 4. MARKET PLAN
- **4.1 Marketing & Revenue goals**
- **4.2 Marketing plan**
- **4.3 Promotion Strategy**
- **4.4 Distribution strategy**
- **4.5 Pricing Strategy**

### 5. STRATEGY
- **5.1 Marketing information**
- **5.2 Integrated Marketing Communication**
  - **5.2.1 Marketing Communication**
  - **5.2.2 Destination Marketing**
  - **5.2.3 Relationship Marketing**

### 6. ACTIVITIES
- **6.1 Marketing Information**
- **6.2 Positioning the “Product/Service”**
- **6.3 Distribution channels**
- **6.4 Marketing Communication**
- **6.6 Relationship Marketing**

### 7. TIMING
- **7.1 Marketing timeline according to objectives for the short, medium and long term**

### 8. STRATEGY TRACKING
- **8.1 Market Awareness**
- **8.2 Customer Tracking**
- **8.3 ROI**

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