

3 tips for international business expansion post-pandemic

By Veronika Prophet
Bridgehead International Agency



TIME TO TAKE THE NEXT BIG GROWTH STEP

As we emerge into this new, post-lockdown, post-brexit world, many businesses feel it's time to take the next big growth step - international expansion. Huge opportunities await across borders, but no doubt everyone's aware that new market entry is a time and labour-intensive process, and can be very costly if not successful.

Exporting products or services cross-border offers mammoth growth opportunities, and can be both simple and affordable - so long as you follow Bridgehead's 3 tips.

The proof is in the pudding - Bridgehead Agency achieved a pipeline of over £2m inside 6 months for a SaaS SME, secured sales with with key distributors and channel partners, with purchase orders value of £500,000 achieved in 90 days for a UK wearables brand, grown a Scale-up's sales pipeline from £4m to £18m in 9 months and many more - all using these tips create and implement go-to-market strategies for their clients.

Don't make assumptions and do your prep - it works!

1 DO YOUR RESEARCH

To know which market to pick to ensure the entry is successful, you must gather and interpret key data relevant to your business.

Using secondary research you can glean data on demographics, psychographics, geographic and behavioural characteristics. Undertaking primary market research gives you the control, allowing to collect relevant data to help gain meaningful insights.

Analyse the political factors, infrastructure, micro and macro economic data, market size and segmentation, consumer data and buyer behaviour, distribution trends, industry growth indicators, sales data, localisation requirements, trends and forecasts, as well as the critical competitive insight and much more.

Ultimately, market research will help you to determine the level of demand for your product or service offering, and how and where your potential customers would expect to access it.

Once your research is complete, you can use it to fuel your strategy & plans.



2 DON'T RUSH. PLAN INSTEAD

Rushing market introduction and failing to plan alongside people who know the country will rarely, if ever, produce the desired result.

No two markets are the same, and now that the research is gathered you need to put it into context and use it to create an action plan - your go-to-market strategy.

Being laser-focused and creating your landing point is critical - make sure to identify your target market and target customer, outline routes, channels and partners to best reach them, develop a pricing strategy to fit the market and define your value proposition.

"If you fail to plan, you are planning to fail"
- Benjamin Franklin





3 TEST THE WATERS

Much of the advice already out there suggests before you start you'll need a team of lawyers and accountants first, perhaps even a director and maybe some office space too - all before any sales are made in a new market.

We believe that the first thing to focus on is the customer. Develop your proposition, understand the wants of your chosen market - and how they differ between countries and cultures - develop your company USP and identify your route to market.

This is not the time for lawyers or accountants, but commercially driven leadership. It is critical to prove there's a demand for your offer in these new markets first.

Ensure that you put the 'horse before the cart' - engage with target customers, evaluate your pricing elasticity and your value proposition to ensure all resonate, creating swift revenues and building a robust sales pipeline to grow from and substantiate further investment.

BRIDGEHEAD®

INTERNATIONAL GROWTH... GUARANTEED

Bridgehead® is an international go-to-market agency specialising in helping scale-ups and start-ups expand into new markets by outsourcing their sales and business development to ourselves.

Our experts across Europe & North America not only create best in class go-to-market strategies, but most importantly, we implement them.

Using our proven blueprints and methodology, we

accelerate market entry by winning real business and securing purchase orders, opening doors to our clients target customers, achieving quantifiable results within 90 days. Guaranteed.

There are 4 main aspects to creating a successful bridgehead into new markets and we offer the full suite of services, from providing insight and market intelligence, to bootcamps and sales, right through to business growth and transitioning services.



We had tried for 4 years to access the UK market and Bridgehead achieved successful market entry for us inside 90 days.
**G-Jay Young,
Oaxis**

success@bridgeheadagency.com

www.bridgeheadagency.com

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