Market-entry canvas

Five-step approach to make a validated and structured foreign market-entry decision

Market-entry cards

Cards to inspire foreign market-entry researchers and support their research

Title: Market-entry canvas
Logo and name of the decision aid tool on the top-left corner for easy communication

Step 1 - Preparation
Seven-step instruction to meet all conditions to start using the canvas. Square frame to leave general notes on the canvas

Step 2 - Country
Seven-step instruction to discover if a particular country meets the companies' requirements for entry

Step 3 - Market
Seven-step instruction to discover if a particular market meets the companies' requirements for entry

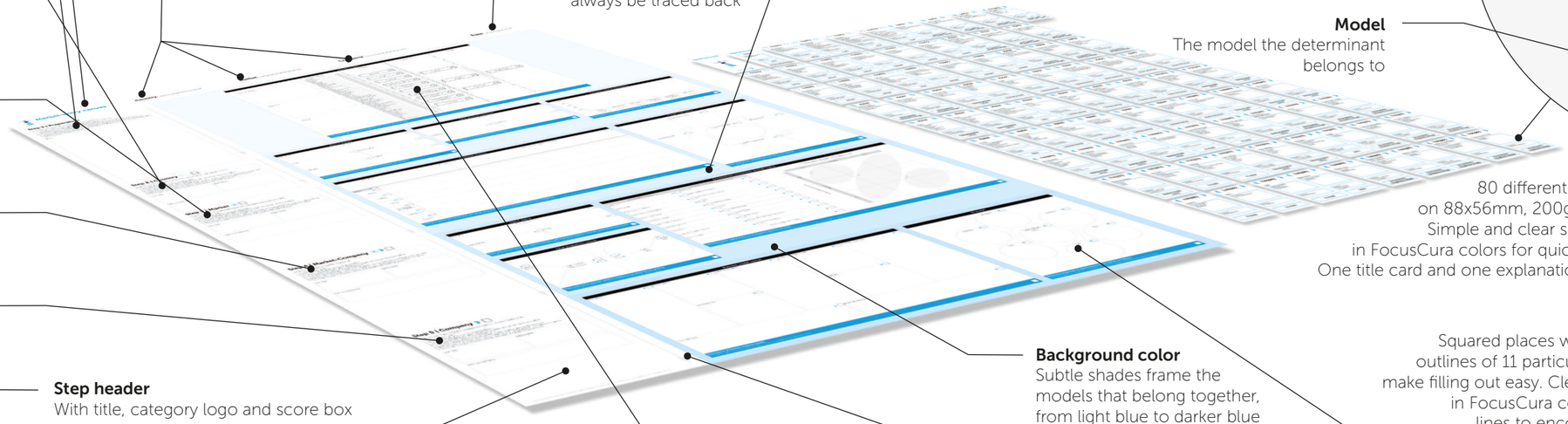
Step 4 - Market-company
Seven-step instruction to discover if there is market-company fit

Step 5 - Company
Seven-step instruction to discover if the company conditions are suited for a foreign market entry

Country, market, company
Place to fill out the research specifications to make the scope concrete

Date
The data found is often time-depedent, so with the date of the first edit on the canvas, this can always be traced back

Canvas
Single A1 regular paper print. In FocusCura colors with large white spaces for an open appearance

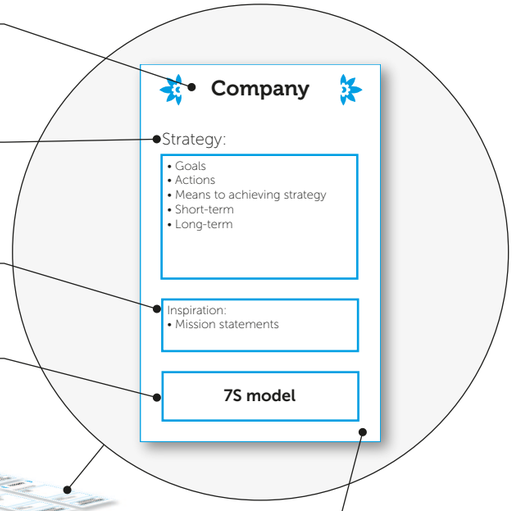


Category
Category and corresponding logo at the top for quick recognition

Determinant
Research subject located at the top of a frame with a bullet-point list of factors influencing the determinant

Inspiration
Directions for where to find research information

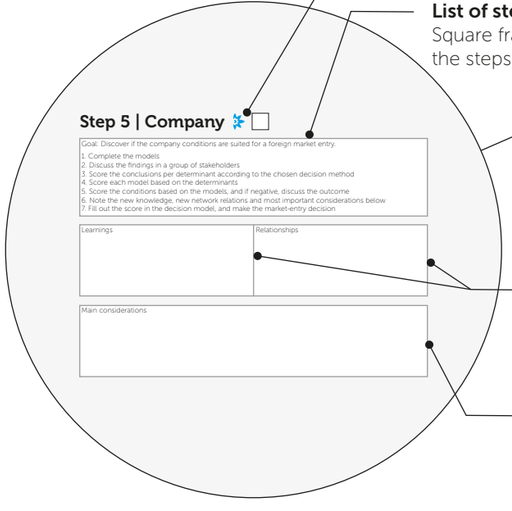
Model
The model the determinant belongs to



Card
80 different cards, printed on 88x56mm, 200g, white paper. Simple and clear squared design in FocusCura colors for quick recognition. One title card and one explanation card added

Step header
With title, category logo and score box

List of steps
Square frame with goal and the steps to take

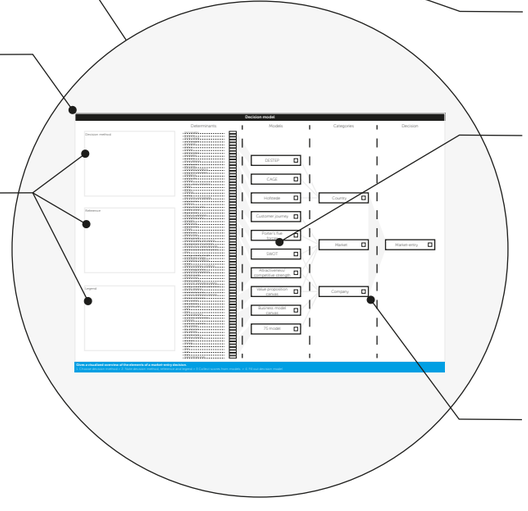


Changes
Frames to note the most important learnings and relationships made in this step

Main considerations
Place to note the most important reasons and discussion behind the scores in that step

Decision model
Specially developed for this purpose, when completed, this model shows an overview of the reasononing behind the market-entry decision

Decision method
Place to note a chosen decision method and its reference, and to draw a legend



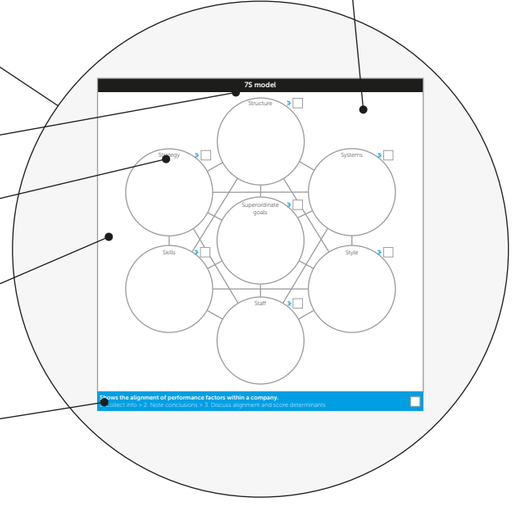
Background color
Subtle shades frame the models that belong together, from light blue to darker blue

Arrows
Gray downward arrows highlight the direction of the canvas use

Tree
Shows relation of determinants with models, with categories, with the final decision

Score box
Square box to note the scores in

Model
Squared places with pre-drawn outlines of 11 particular models to make filling out easy. Clear framework in FocusCura colors and gray lines to encourage writing



Name
Located at the top

Determinant
Located at the top (left) of its place in the model

Score box and category
Located at the right of a determinant is a box to note the score, and a logo to see which category it belongs to

Explanation
Shows model goal and steps to complete it. At the right is a square box to score the model