

# TARGET MARKET SELECTION TOOL

WHICH COUNTRY MARKETS ARE MOST ATTRACTIVE?		SCORING OF POTENTIAL MARKETS Scale of 1-5 (5 = Favorable, 1 = Unfavorable)				
EVALUATION CRITERIA	Suggested Weight	_____	_____	_____	_____	_____
<b>1. Market Demand &amp; Growth Trend</b> (Potential size and growth of the market for your product; impact of key market trends on demand for your product)	20%					
<b>2. Pricing, Margins and Costs</b> (Price, profit and cost in this market – for your company)	20%					
<b>3. Current Opportunities</b> (Current inquiries, business relationships, or facilities of US customers in this market)	15%					
<b>4. Competition &amp; Differentiators</b> (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?)	30%					
<b>5. Business Climate</b> (GDP per capita, economic growth/decline, political risk, corruption, currency, tariff/VAT/trade barriers, availability of export financing)	5%					
<b>6. Legal &amp; Compliance</b> (Legal risks, regulatory barriers, intellectual property protection)	5%					
<b>7. Culture, Climate or Geography</b> (Aspects of the culture, climate or geography or infrastructure that would help or hinder sales of your product)	5%					
<b>Showstoppers</b> Are any of the above issues showstoppers that would prevent you from being successful in this market? --- <b>If yes, put an “X” under that country – and don’t score.</b>	--					
<b>Total Weighted Score</b>	100%					