

# Target market selection worksheet

## WHICH COUNTRY MARKETS ARE MOST ATTRACTIVE?

## EVALUATION OF POTENTIAL MARKETS High, Medium, or Low Attractiveness

### EVALUATION CRITERIA

#### 1. Market Demand and Growth Trend

(Potential size and growth of the market for your product; impact of key market trends and drivers on demand for your product)

#### 2. Pricing, Margins and Costs

(Price, profit and cost in this market – for your company)

#### 3. Current Opportunities

(Current inquiries, business relationships, or facilities of US customers in this market, strong distributor or rep partners in market)

#### 4. Competition and Differentiators

(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?)

#### 5. Business and Legal Climate

(GDP per capita, economic growth/decline, political risk, corruption, currency, tariff/VAT/trade barriers, availability of export financing, legal risks, regulatory barriers, intellectual property protection)

#### *Showstoppers*

*Are any of the above issues showstoppers that would prevent you from being successful in this market? – If yes, put an “X” under that country – and don’t score.*

#### Overall Evaluation

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