

# Market expansion strategy building process



The slide outlines process to build market expansion strategies for increasing customer base. The steps included are market prioritization and selection, establish market entry strategy and plan development.

Step 01

## Market Prioritization and Selection

- Using current market information to evaluate business sources
- Assessing market growth strategies
- Identifying problems in entering new markets
- Test Here

Step 02

## Establish Market Entry Strategies

- Developing strategic market entrance plan according to target market
- Including selection of main target market and audience, brand positioning, etc.
- Combining organizational goals and strategies to formulate a plan
- Test Here

Step 03

## Plan Development

- Creating team to manage and support market expansion
- Defining tools and techniques of market expansion
- Determining right processes and platforms for market expansion
- Test Here



# Expanding Process Expanding Process

**Lingjun Ying**



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