

## MARKET ENTRY AND OPPORTUNITIES



### SELECT EXPERIENCE IN MARKET ENTRY AND OPPORTUNITIES

SIS Market Entry Strategy provides consulting solutions on Market Opportunity, Growth, Market Sizing, Market Feasibility, Market Development, Market Expansion, Export Development, Channel Development and B2B growth.

In today's global economy, delivering growth and identifying opportunity are key ways companies seek to develop competitive advantages and prosper. At SIS Global Growth, we help you translating ideas for growth into action.

SIS provides a variety of market opportunity and growth solutions to meet the following needs:

Market Opportunity: What opportunities exist that we can serve?

Market Entry: What markets can we enter based on our strategic objectives and capabilities?

Market Feasibility: Is our entry plan, expectations and objectives feasible?


Market Landscape: What is the landscape of customers, competitive dynamics, culture and supply chain?

Market Sizing: What is the size and scale of the opportunity?

Growth Innovation Programs: What opportunities does our team see? Will they work? How should we launch it?

Sales Channel Development: Are there new sales channels we can pursue?





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

**Market Research** | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo intereset. We employ multiple research methods to assist you with your global growth strategy.

**Strategy Research** | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

**Data Collection** | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

**Focus Group Facilities** | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad



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## Comprehensive solutions for the Market Entry

### Apparel

In-depth research program and delivery of report that contains information about competition, brand strengths, unique market position, target market, potential product extensions, and opportunities to capture markets.

### Beverage

Market intelligence survey to determine the market size, potential, and optimum distribution of a drink product from Mexico into India.

### Certification

Conducted market opportunity study for a certification firm on the global market.

### Communication

- Research for new command, control and communication center in Kuwait
- Conducted interviews with purchasers from every level from different companies
- Conducted research on Energy Business Models, R&D and prioritization of capital and human resources.

### Confectionery

Market feasibility study for entry into mainland China for confectionery products.

### Construction

- Russian market entry study for a UK bathroom supplier.
- Market assessment to identify growth opportunities, market sizing, and methods used to support, particularly in tunneling.
- Conducted global research on new markets for non-woven wallpaper

### Consulting

Market assessment study regarding business opportunities in Latin America for consulting firm.

### Cosmetics

- Market entry studies and multi-level marketing studies for China.
- Market entry study for skin care products in China.

### Diagnostic Imaging & Equipment

Market entry study of manufacturers of CAT scan equipment in Malaysia and Indonesia.

### Education

- Conducted a market opportunity assessment in China for an important English exam.
- Conducted a global market opportunity assessment on a new educational reading tool.
- Conducted a market potential study for the designs school branches

### Engineering

Conducted market entry study for a environment engineering, manufacturing and marketing company.

### Financial Services

Qualitative study with in-depth interviews of financial consulting firms who are offering international market entry consulting services.

### Food

Conducted a PAN study in Latin America with consumers of corn flower products

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#### Health

Conducted a major market research project in order to determine a market entry strategy for a producer of nasal salines.

#### Household Appliances

- Market potential study for garbage disposals in the Russia using in-depth interviews with wholesalers.
- Plastic injection mould and moulding products study
- Stone Crushing Plants market entry research

#### Industrial

- Conducted market assessment of the global battery market.
- Conducted a global study on global industrial consulting services.
- Conducted market opportunity assessment in Argentina for a major manufacturer of farm equipment.
- Conducted oil and gas stakeholder study in Ukraine and Poland

#### Law

- Conducted a research study to define the US market regarding the new entry of a practice law institute

#### Non-Profit

- Conducted a global market opportunity assessment for a prominent certification institution based in Washington DC.
- Conducted a global market opportunity assessment for an institute specializing in certification.

#### Ocean Fishing

Conducted a new market entry study for an ocean fishing company

#### Publishing

Conducted a global market opportunity study on new opportunities in industrial publishing.

#### Pharmaceuticals

- Conducted focus groups throughout Asia to determine the market entry strategy for a US drug store retailer.
- Conducted focus groups in Beijing, Shanghai and Guangzhou to determine the feasibility of market entry of a US drug store retainer in mainland China.
- Quantitative and qualitative assessments of the market size and the opportunities for wound care products in Europe and in Japan.
- Conducted a study on a BPH (enlarged prostate) product concept
- Coordinated management of pharmaceutical study, testing new brochures through one-on-one interviews with doctors.

#### Sports Equipment

Conducted desk research regarding electric bikes in the US and Europe.