

MARKET ENTRY STRATEGY FOR AN AUTOMOTIVE COMPANY



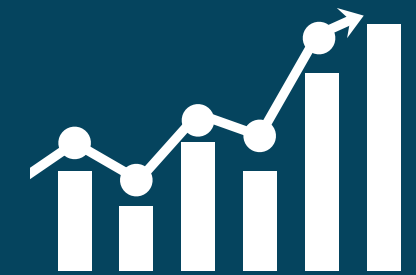
CHALLENGE

To understand target customers' demands, analyze barriers to market entry, and identify the best route to enter the European automotive market



BENEFITS

Helped to evaluate capital requirements for entering the European automotive market



PREDICTIVE INSIGHTS

Identifying the right partners to support business operations in Europe

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