

A background image showing a business meeting. Several people are gathered around a table, looking at a tablet and various documents. One person is pointing at the tablet screen, which displays a bar chart. Another person is writing in a notebook. The documents on the table contain various charts, including pie charts and bar graphs, and some text like 'FINANCIAL' and 'STAGES'. The overall scene is professional and collaborative.

MARKET ENTRY STRATEGY FOR A RETAIL FIRM

INFINITI RESEARCH'S SUCCESS STORY

BUSINESS CHALLENGE



Understand current business models in the US retail market



Identify the right business partners to support operations in the US retail market



Identify packaging trends in the US retail market



Evaluate market entry modes

The client is a retail company in the Europe

They wanted to devise a sound market entry plan to cost-effectively enter the US retail market

OUR APPROACH



Market size analysis



**US retail market scanning and
monitoring**



Marketing strategy engagement



**Identified market
entry barriers**

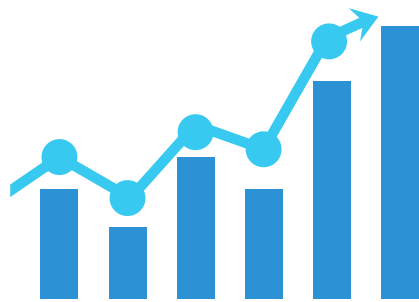
RESULTS OBTAINED



Identified the right business partners such as financiers, distributors, suppliers, and marketing agencies

Achieved savings of over

\$2.2 Million



Exceeded the revenue expectation



Established a foothold in the US retail market