

CONSULTING: MARKET ENTRY AND EXIT STRATEGY

Growth means entering new markets, but the fact that they are new means that there are “unknowns.” New market segments, new geographies, and new business concepts all require clarification, development, piloting, testing, and launch. Often this must take place in “real world” conditions involving language and cultural barriers, ambiguous data, and risk. When companies want to succeed in building global supply chains despite the risks, they turn to Boston Logistics for market entry and exit support.

Sample Projects

- For a multi-modal global supply chain services provider, Boston Strategies International designed and helped to pilot a new transportation service. The service is successful on a major trade lane today, and has helped to serve an emerging market that is strategic to the client’s long-term revenue model.
- For an American transport services company, Boston Strategies International developed options for entering the European market. We assessed the legality, practicality, and economics of each option. The project resulted in a highly successful entry into a strategically key international market.
- For a manufacturer of aircraft engines, Boston Strategies International identified strategic options for the maintenance and nacelle divisions. The study involved a detailed competitive analysis of the current and projected market for aircraft and aircraft engines, and an evaluation of the attractiveness of entering various market segments, including maintenance and repair.

