

Opportunity

The United States is recovering from the recession of the previous decade, presenting a huge opportunity for global companies. Consumers and companies are accustomed to dealing with global brands, companies and suppliers.

The U.S. is attractive as a market for a number of reasons.

- ▀ The rule of law is universally applied
- ▀ Intellectual property rights are protected
- ▀ Companies and consumers transact business across the country without any regional friction
- ▀ Efficient supply chains, logistics and distribution
- ▀ Robust technology infrastructure supporting an educated population
- ▀ Consumption in real terms continues to grow



Actionable Strategies has created a framework and capabilities to provide market entry for firms that want to enter the market in U.S. and expand into broader global opportunities.

Strategy and Model

Actionable Strategies enables clients to contain both risk and cost as they expand into the U.S. Taking advantage of accumulated expertise and tapping existing relationship accelerates execution while avoiding problems associated with market entry.

Key elements of the framework include:

- ▀ Long term strategy aligned to a larger global strategy, including possible exits such as public offerings and private tenders
- ▀ Limited, incremental investments to penetrate the market and then expand
- ▀ Leverage from local expertise until a domestic presence can be permanently established
- ▀ Rapid entry with limited risk
- ▀ Strategic path to reach other markets

Approach

Actionable Strategies uses a proven and structured approach to deliver rapid results and contain initial costs. The basic framework appears below.



The timeline for initial customer engagement is measured in weeks, not months but requires that clients have clear objectives and are able to work collaboratively.

Actionable Strategies' Value

Actionable Strategies applies proven strategies and techniques so clients can maximize opportunities while minimizing investment, cost and risk. Our consultants have proven experience in business development in the U.S. and other global markets. Rapidly implementing marketing and sales plans is a critical factor in our ability to succeed. Connecting clients to both distribution and supply chains accelerates entry into the market if this is required.



Engagement Model

Actionable Strategies collaborates with client leadership to formulate strategy and guide market entry. By providing transitional leadership and execution as clients develop market footprint, we limit exposure and maximize opportunities. The ultimate objective is to create a self-sufficient organization capable of sustaining growth.