



Market Entry Strategies

Russia

brief guideline



Before you start... (1)

Company analysis

Identify competitive advantages

Define the best products to enter with

Estimate resources required

Determine the constraints on the company

Identify and evaluate potential market(s) for entry

RUSSIA



Why?

Do your homework....

Industry analysis

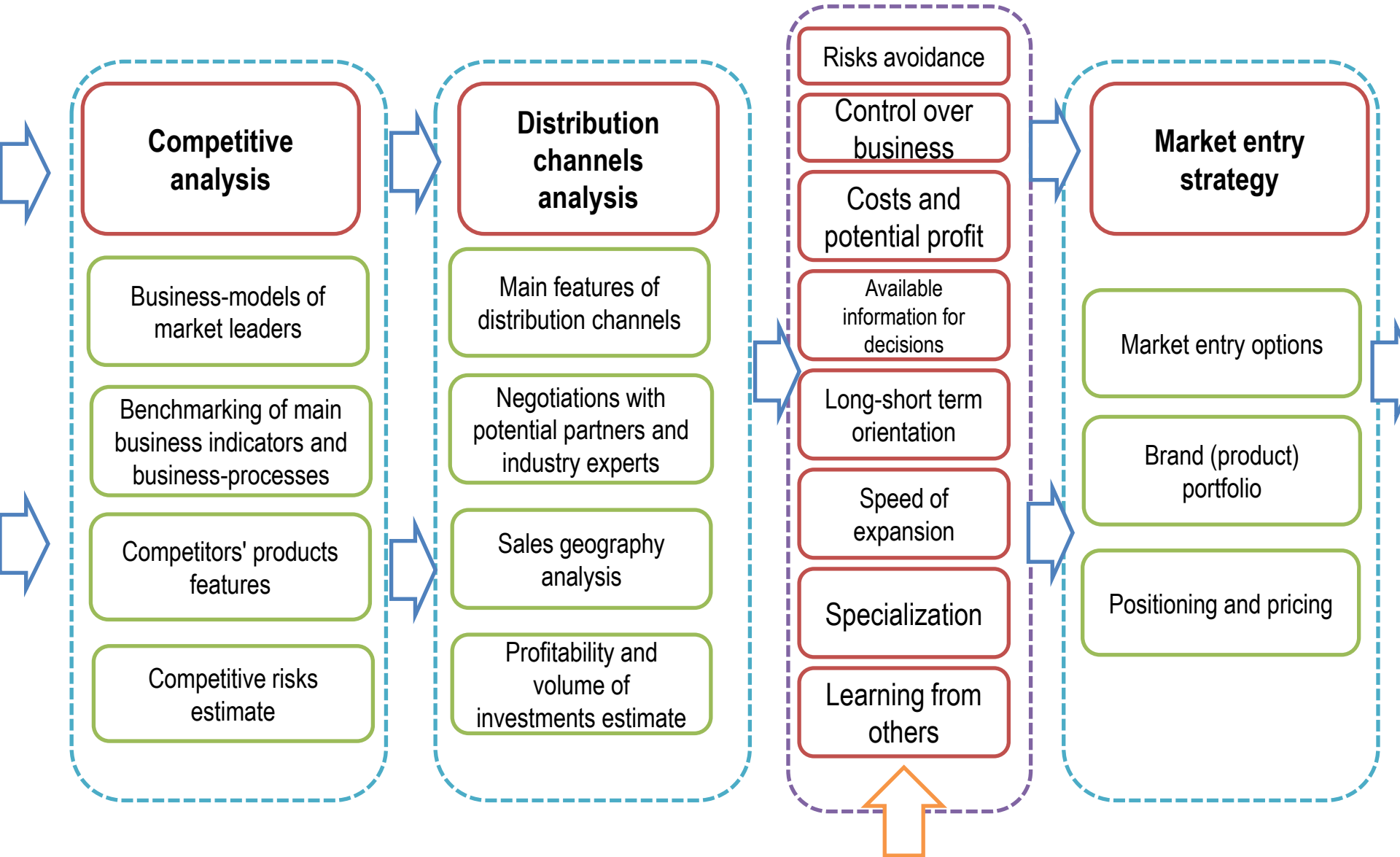
Market volume and tendencies

Customers characteristics, segments and niches

Market structure

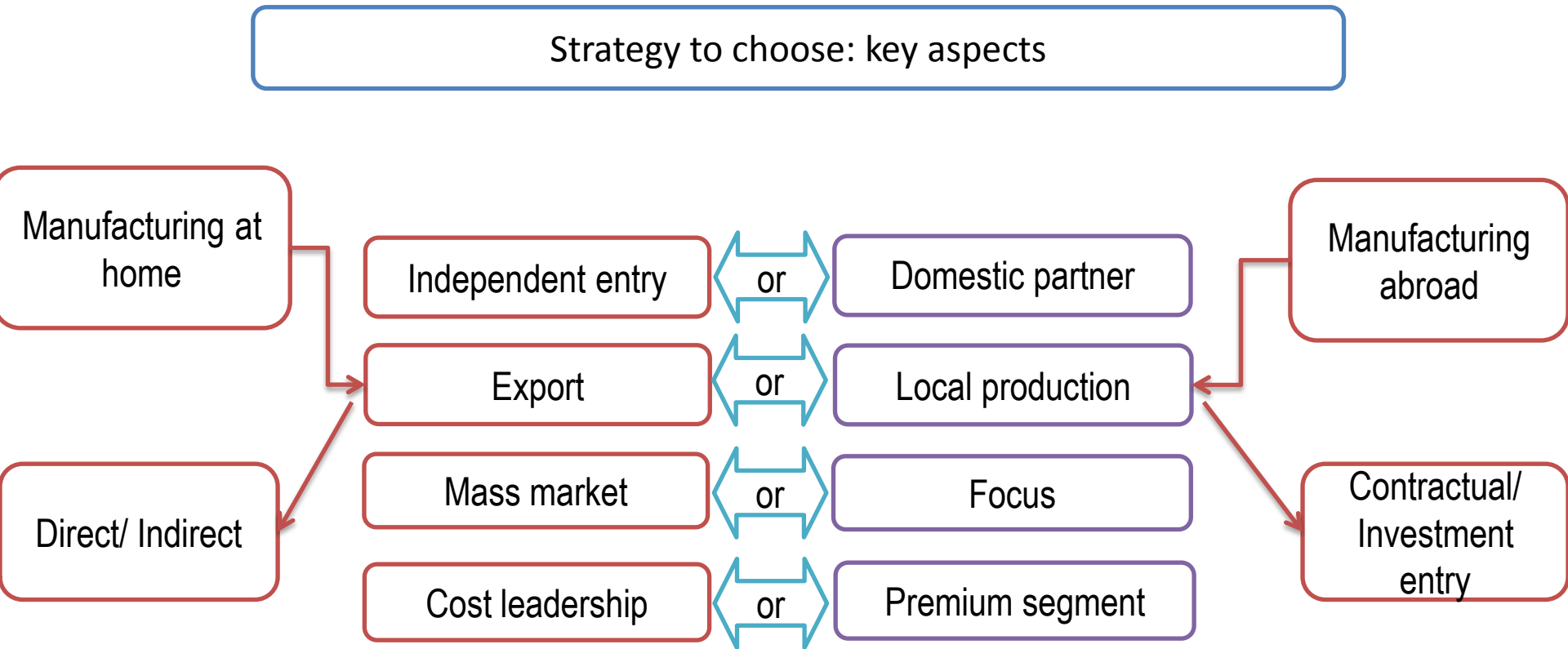
Market threats estimate

Before you start... (2)



What is (are) your priority(ies)?

Possible market entry strategies



Strategy to choose: pros and cons to fit circumstances

Doing business in Russia- keep in mind...

Size of the country

Population and
income distribution,
largest cities

Laws and regulations,
taxes, local and foreign
labor force attraction

Logistics, transport
infrastructure

Business culture

Customs duties,
control, regulation
etc.

Where to get information and partners?

