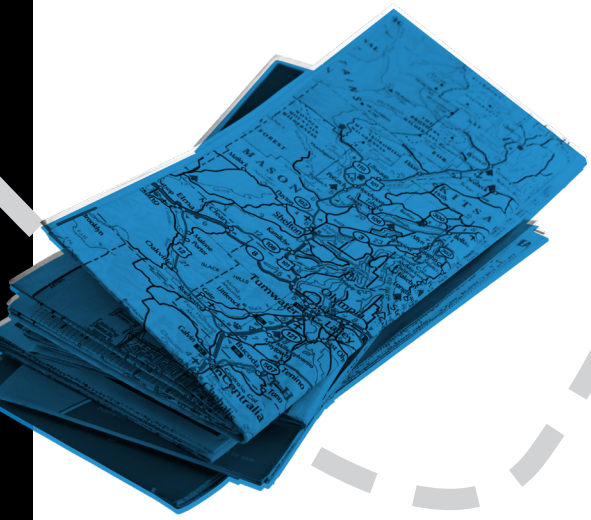
Supplier

U.S. Market Entry

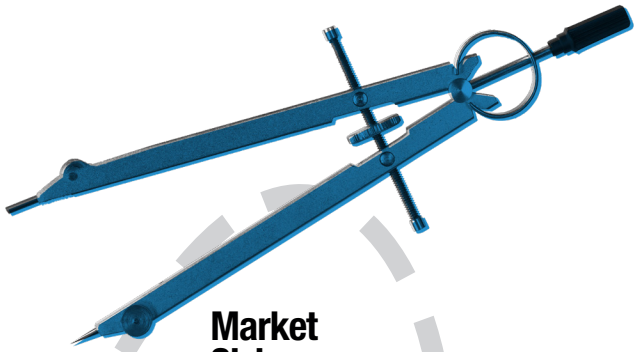
Let a Market Leader Be Your Guide



Brand and Product Guidance

How do your brand and product(s) fit in the U.S. Market?

How do you compare against competitors?



Market Sizing

How large is your potential market?

How big are your potential competitors in the market and where do they operate?

Market Opportunity Assessment

What is the best direction for your brand and products?

Which channels and segments represent the best opportunities?

Recommendations and Go-to-Market Planning

Where and how should you enter the U.S.?

Who are good potential partners for entry?

How should you talk about and position your brand/ product(s)?

Research Methodology includes Internal stakeholder interviews, store and product audits, original trade research, proprietary market data, advanced analytics and deep industry and market knowledge.