

## Developing a Winning European Market Entry Strategy for a Major Korean Chaebel

### Business drivers

This case study will be of interest to foreign high-technology manufacturers that need to:

- ▶ Quickly research foreign market opportunities
- ▶ Outsource responsibility for market entry strategy development to a trusted local partner
- ▶ Exploit local partner's networks & industry expertise to build a qualified sales pipeline
- ▶ Supplement, at short notice, local in-country resources with experienced marketing & sales professionals

division needed to partner with a consultancy that had local market knowledge, the technical expertise and the strategic marketing skills to develop market entry plans in very short timescales.

### What we provided

Business consultants provided a suite of European country market assessment reports that included, for each of three European countries: market size; customer & segments analysis; value propositions for the clients product family; sales targets; sales channel strategy; marketing communications plans; and, sales & support recommendations.

### Project outcome

The chaebel's in-country marketing and sales team presented our strategy paper to their colleagues at the Korean HQ. As a result of this the client team were able to start developing a significant presence in the European market for Enterprise Networking products.



### Client

The Director of the Global Enterprise Networking division of a major Korean chaebel.

### Client situation

Our client was responsible for defining his company's vision of being a top five global networking company within three years. Part of the strategy to achieve this goal involved the market entry into, and penetration of, a number of geographic regions including Europe. The Director of the Global Enterprise Networking