

Market Entry and Retail Strategies

COURSE OVERVIEW

Expanding into new markets—whether local, regional, or international—requires a strategic approach that balances risk, cost, and long-term growth potential. This course equips delegates with practical frameworks for assessing market opportunities, selecting entry strategies, and developing retail models that align with business objectives and consumer behavior.

Delegates will learn how to evaluate market readiness, define entry modes (e.g., direct export, franchising, joint ventures), adapt branding and retail formats, and navigate regulatory and cultural considerations. Real-world case studies will highlight best practices and lessons learned from successful market expansion efforts across industries.

WHO SHOULD ATTEND?

This course is designed for Business Development Managers, Market Analysts, Retail and Franchise Managers, Sales Directors, Strategy Officers, Entrepreneurs, and Executives involved in launching products or expanding retail operations into new markets.

COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- Evaluate new markets using economic, competitive, and cultural indicators
- Select appropriate market entry strategies based on business goals
- Design and scale retail strategies to match local consumer behavior
- Align product positioning and branding for diverse markets
- Manage risks associated with international expansion
- Understand legal, regulatory, and distribution requirements
- Measure performance and adapt strategies for long-term success

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- Market research tools for entry evaluation and segmentation
- Entry modes: direct export, licensing, joint ventures, partnerships
- Adapting retail models: flagship, franchise, e-commerce, pop-up stores
- Distribution, logistics, and supply chain alignment in new markets
- Localization strategies for branding, pricing, and communication
- Regulatory and legal compliance considerations
- KPIs for tracking market entry success and retail performance
- Case studies: global brands and emerging market expansion stories

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded