This country analysis is a guide to some key areas to look into when deciding on your target market. These criteria are just examples so start by selecting a set of criteria that is most relevant for your business and focus your research on investigating these for each market.

Once you have all the information on all the markets you can evaluate each one by scoring them against your ideal. You might also rank the characteristics in order of importance or give a weighting to different characteristics to increase the impact of those that essential for your business.

Use this template to list your criteria and each country against your ideal, but be sure to stay consistent with your ranking.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CHARACTERISTCS | MARKET 1 | MARKET 2 | MARKET 3 | MARKET 4 |
| Size of Population |  |  |  |  |
| Stable Government |  |  |  |  |
| Independent and strong legal system |  |  |  |  |
| Certification/license requirements for your market |  |  |  |  |
| Foreign office rating |  |  |  |  |
| Competitors |  |  |  |  |
| Financing available |  |  |  |  |
| Language |  |  |  |  |
| Religious influences |  |  |  |  |
| Currency stability |  |  |  |  |
| Ease of Due Diligence |  |  |  |  |
| Market demand for your product |  |  |  |  |
| Transport & logistics |  |  |  |  |
| Are trade credit levels acceptable? |  |  |  |  |
| Are there regional trade opportunities? |  |  |  |  |
| Size of your product market |  |  |  |  |
| Growth of imports |  |  |  |  |
| Seasonal/cyclical nature of market |  |  |  |  |
| Degree of market segmentation |  |  |  |  |
| Degree of customer concentration |  |  |  |  |
| Sensitivity to quality/performance |  |  |  |  |
| Sensitivity to imports |  |  |  |  |
| Concentration of domestic industry |  |  |  |  |
| Attitudes to new entrants to the market |  |  |  |  |
| Payment terms |  |  |  |  |
| Cost of doing business |  |  |  |  |