

Market analysis - Be in the right place

Identify exactly the market that has the greatest potential for your business

Many companies have invested in the wrong markets! As simple as that. Our research shows that 80% of the market investments that Swedish export companies have made do not go as planned. Get the help of our experts to identify the absolute best and most profitable export markets based on your company's ambitions and conditions. And in what order investments should be implemented.

When the first overall analysis is done, and the choice of which market is next in line is made, we can dive into a deeper analysis of a selected market.

There we look at both macro factors such as political influencing factors, overall economy for the country, the import and export situation, if there are other factors such as the environment that affect an investment.

Next, we go into how the market's business situation and structure is structured, what the competition looks like and how they act, and finally, possibly what larger customers there may be.

All of this becomes a perfect basis when you then have to choose a business model, sales strategy and create a timetable for an investment.

Contact us for further [dialogue here](#).