

Have you thought about entering the US market?

Given the importance the US plays in today's world economy it is of vital importance for any successful company to operate in that market to become a key competitive player at international level.

This service portfolio is aimed at companies with a successful track record in their home markets that are considering expanding into the US market.

Our approach is completely different from that of traditional market entry consultancies in that we do not just consult but we actually implement and execute on those ideas in the US. By working with us you do not become our client but our partner so your success becomes our success.

We are a results oriented company and our ultimate goal is to optimize your presence in the US for specific KPIs¹, such as ROI², market share, sales, revenue, profits or other metrics you may want to focus on.

Through our experience with other clients we have realized that one of Kompani Group's key strengths when helping companies to enter the US market is our ability to identify companies' Core Competitive Advantage for the US market. We use that as the foundation for the business strategy in the country.

On the right you will find an example breakdown of a market entry process flow and how we can contribute in each step. This is by no means a standard package. It will always be adapted to your specific needs and the level of involvement you want us to have in your expansion into the US market.

About Kompani Group:

At Kompani Group we are Business Optimizers with plenty of experience and an extended network of partners in the US. We are not just offering a market-entry consulting service but a partnership to successfully bring your business to the US market. Please use the contact information on the right to get in touch with us. Together we can achieve success.

Through innovative business building, interactive, and brand development strategies, Kompani Group empowers leaders and their companies, people with ideas, and partners with great potential. Place yourself in good Kompani and success will follow.

¹ Key Performance Indicators

² Return on Investment

Market entry process flow

1. Analysis

Market research
Identify core competitive advantage for the us market
Positioning in the us market

2. Strategy

Market entry strategy
Brand planning
Marketing & sales plan

3. Implementation

Branding: design/production
Technology/Interactive
Sales & lead generation
Logistics
Legal & financial affairs

4. Benefits Tracking

Analytics
Conversion Tracking
Satisfaction Surveys
Management Dashboards

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