



Go-to-Market STRATEGY

Supporting you every step of the way as you
build, compete, and grow in various markets
around the world

When you develop your Go-to-Market strategy,
you will be grappling with 3 simple questions.
What to sell? Who to sell to? How to sell it? Our
Go-to-Market solution provides a structured
process to guide your decisions over whether to
enter, evolve or expand within a given market.



Ipsos Business Consulting

Build · Compete · Grow

SEVEN STEPS TO SUCCESS

Our customised Go-to-Market strategy provides in-depth intelligence so you can make the right decisions about market entry and develop sustainable, goal orientated strategies.

OVER
20 YEARS

EXPERIENCE OF GO-TO-MARKET
strategy in emerging markets



We work with your sales and marketing leaders to cover all aspects of designing a market entry roadmap, from initial market overview to implementation, with every step backed up by concrete market intelligence. By doing this we enable you to navigate complex and previously uncharted territories and execute business decisions that are aligned with your overall corporate goals and strategies. Our seven-stage Go-to-Market strategy solution covers the following areas:

1) MARKET DYNAMICS

Helping you to understand the market's complexities and nuances.

2) MARKET DIAGNOSTICS

A deeper understanding of the market through a 360-degree view of its unique characteristics.

3) MARKET ASSESSMENT

To ensure successful market entry, we provide an in-depth analysis of the market's key indicators and environment.

4) INTERNAL DIAGNOSTICS

Only by looking within can you understand your inherent strengths and weaknesses.

5) MARKET ENTRY

As well as launch strategies, we identify the growth scenarios and developing contingencies within the market.

6) PARTNER EVALUATION

Identifying suitable potential business partners with proven capacity and capabilities needed to help you succeed in the market.

7) IMPLEMENTATION

Providing your leadership with hands-on support for implementing the Go-to-Market strategy.

FIND OUT MORE ONLINE

With over 20 years of experience and consulting hubs in 17 countries on five continents, Ipsos Business Consulting is the specialist global business unit of Ipsos that is focused on strategic consulting. We offer our clients the knowledge, insight and guidance they need to pursue their growth plans with confidence. Ipsos Business Consulting works with a wide variety of multinational, regional and local clients as they seek to build, compete and grow in both developed and emerging markets.

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