



## **MARKET VALIDATION – an EQSOR service**

*As the name indicates, the Market Validation service is applied to validate the market for a Product or a Service in a specific Country or Market-Place. **EQSOR** has frequently done this type of project as an up-front exercise, prior to the Client committing to a sometimes costly export thrust.*

*In essence the Market Validation is a short market research activity, coupled with the definition of a Distribution Strategy and an outline Cost/Revenue Analysis. It will underpin the Client's "go/no go" decision, as well as give the answer to the "how" question. In the validation process contacts are often established that will facilitate and speed up the subsequent implementation proceedings.*

*Direct contacts with potential end-users and with Channel actors, coupled with Internet Research are the main Validation inputs, which are then processed using **EQSOR's** experience and market knowledge.*



### **Objectives:**

- Verify the demand and market characteristics for the *Client's* services in the *Country* specified
- Formulate a viable Distribution/Channel Strategy for the *Country*
- Identify an Implementation Programme, including an outline Cost/Revenue Analysis
- Be part of the Decision Base for an Internationalisation thrust



## **Contents:**

**EQSOR** will furnish the *Client* with a *Decision Base* including:

**a) Characteristics of the *Product/Services Niche/Sector***

- In general terms
- With regard to the *Country's* market potential to absorb the *Product/Services* offering in general and the *Client's* offering in particular

**b) Competition**

- Direct competitors in the *Country* specified
- Other factors that may influence the acceptance of the *Product/Services* in the *Country* in question.

**c) Channel considerations**

- *Niche/Sector* operators in the *Country*
- Identification of a suitable Distribution/Channel Strategy
- Channel Partner Availability and other relevant characteristics

**d) Assessment – outline quantification – of the market potential**

**e) Impact of the findings regarding the *Client's* entry into the market**

- Positioning of *Client's* offering
- Adaptation requirements
- Definition of an Implementation Programme
- A Cost/Revenue outline.



***EQSOR is a team of experienced consultants – and implementers – specialised in developing international markets for IT suppliers.***

***We construct profitable Channels for our Clients, offering services like market research, target-market validation, cost/revenue analyses, channel strategies and implementation. Our more than 15 years of experience in assisting IT-companies going international allows our Customers to approach new markets in a cost-efficient and resource-lean manner.***

Providing services from Research to initial Start-up of Operations, our Group covers the core of commercially advanced European countries – Benelux, Germany, France, UK and the Nordic region – with Associates overseas.