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## **Market Analysis**

### **Part One**

## **Finding the Right Information, Selecting Markets and Partners**

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**This chapter will show you how to:**

- ◆ Find the information you need
- ◆ Select the right market
- ◆ Find your customers
- ◆ Locate the right foreign partners
- ◆ Complete advanced market research

The objective of market research is to collect relevant written and statistical information that can be analyzed and then used when you make business decisions.

The most common difficulty that companies expanding globally encounter is a lack of information about markets and ongoing changes. If you are a company executive driving a car with a wind screen you can't see through and your director of finance is looking in the rear-view mirror, what will happen? You're going to crash. The same thing happens in business – when you don't have a clear view of what is ahead of you and your management team doesn't anticipate what's coming, your company will fail.