



When is the right time for internationalization?

In general, when you think about growth the thought of “What comes next?” should always accompany you. The sooner you ask yourself that question, the better. Nevertheless finding the optimal moment to take the first step to go across borders can be challenging. Hence, we’ve conceptualized this framework for you to evaluate your current stand, to elaborate whether you are ready for expansion yet and to learn next steps to strive towards a “Go Global”.

	Reconsider	Keep Planning	Go Global Now
Is the market ready?	<p>Legal barriers to entry are high or the political and economic situation in the target country is tense</p> <p>The market penetration of local competitors is very high, the technological maturity level very low</p> <p>The perception of your brand and products is very different in that culture</p>	<p>Your brand is not completely unknown in the target country</p> <p>You are growing out of your home market and looking for quick ways to expand your target market</p> <p>You have identified a marketplace or potential partners for market entry</p>	<p>You fill a niche in the target market</p> <p>Market research has confirmed the existing demand for your product</p> <p>You are already receiving frequent inquiries about the availability of your products in the target market</p> <p>Your sales are very seasonal or event-driven in the domestic market</p>
Is your organisation and leadership ready?	<p>Your administration and decision making is currently kept decentral and hinders an effective top-down decision</p> <p>International expansion is only one of many priorities</p> <p>Tensions arise from threat of power reallocation</p> <p>There are still conflicts between the goals of global e-com & national subsidiaries</p>	<p>You have initiated transformation towards (more) central steering</p> <p>You’re in the process of redesigning your reporting for a fast decision-making process</p> <p>You are currently in the process of breaking up old structures or even got through a management buyin</p> <p>You currently have set a rather devious definition of prices</p>	<p>You utilize customer specific prices and actively manage adaption with price bands</p> <p>You have a efficient process and expertise in steering of hybrid customers (online + offline)</p> <p>You are committing on benefits for any aggrieved party that might conquer you</p> <p>You have a clear budget and timeline set and allocated to all departments</p>

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Is your business model ready?	<p>Legal foundations have not been fully clarified</p> <p>You want to enter many different markets simultaneously</p> <p>You don't differentiate at all from competitors</p> <p>You don't have your intellectual property and product specifics secured for expansion</p>	<p>The reason for considering internationalization is reactive rather than proactive (e.g. reduce dependency on the local market)</p> <p>You are torn between a local branch office and centralized control from the home market</p> <p>You struggle to find the right implementation partners</p>	<p>You have a long-term strategy in place</p> <p>You achieve positive financial results and can even (partly) finance the expansion from free resources</p> <p>You have established an investor-and other stakeholder-oriented guidance and support</p>
Is your product ready?	<p>You sell a product based on legal details of a specific country (e.g. tax or banking software)</p> <p>Customs duties, taxes or other legal regulations have a strong influence on your pricing</p>	<p>The most important products for a first test are defined</p> <p>With slight adjustments your product can also be offered in the new market</p> <p>Your marketing needs to be adapted for the new market</p>	<p>Your commerce technology is flexible and scalable</p> <p>No local competitors who can offer a comparable product even though there is demand</p> <p>You have a strong distributor who can feel the market for you</p> <p>You can already ensure the same product quality and customer experience in the target country</p>
Is your team ready?	<p>There are language problems and intercultural cooperation in the team is inhibited</p> <p>The time difference is large and you can hardly ensure an overlap of working hours in both countries</p> <p>You cannot compete with the salary packages and benefits of local competitors</p>	<p>You have employees or customers with experience in the target market</p> <p>You do not have a legal entity in the target country, but there are offers from EORs and PEOs</p> <p>Goals, expectations and rules of cooperation are not yet clarified (e.g. working language, project processes, roles)</p>	<p>A well-rehearsed team is ready to move to the subsidiary in the target market</p> <p>It is clear which tasks are managed centrally and which are implemented locally</p> <p>You have all the tools to enable the team to communicate and work effectively across locations</p>