1. OBJECTIVES & METHODOLOGY
   Identify the resources and methods used for market research.

2. MARKET OVERVIEW
   Include a general outlook for this market and a summary of the current trends in the target market, specific to company’s industry, such as new technologies, regulations, import fees, etc.

3. MARKET & LEGISLATION REGULATIONS
   Include local legislation and regulations and a market entry strategy.

4. TARIFFS & DUTIES
   Identify any likely tariffs and duties that may apply.
5. POTENTIAL PARTNERS

*Provide a list of private and/or public sector contacts that are potential partners for the company in the target market, including distributors, sales representatives, agents, customers, joint venture partners and/or government officials.*

6. COMPETITORS

*Provide an analysis of up to five of the company’s top competitors in the target market, including analysis of pricing information and current industry trends.*

7. NEXT STEPS

*What are your planned next steps in your target market?*