



State Trade Expansion Program Company Market Research Report Template

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 the 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?