



Passport

Create a market entry case study

Our academic clients use Passport for many types of research assignments. Here we highlight how it can help students develop a market entry case study for launching a new soft drinks product in Asia.

Client objectives

Students are asked to identify and evaluate countries offering the best opportunities for a new soft drink product, giving supporting qualitative and quantitative evidence. As well as examining industry trends they are asked to consider their target customer and the business environment.

Questions to answer

- What is the size of the market and growth potential?
- What are the leading brands, why are they successful?
- Are there local lifestyle trends and taste preferences to be aware of?
- What demographic and income trends are important?
- What is the state of the economy, how easy is it to do business?

Solution

Using comparable market size, share and growth forecasts, students can identify markets and categories offering the best opportunities. Category reports help them to understand trends and drivers across different countries. Relevant macroeconomic and consumer lifestyle research helps students justify their choices.

Students gain a better understanding of the process companies use when examining export markets. Using Passport as their source they can create a compelling market entry strategy, with robust evidence to support their ideas.

Relevant research

- Soft Drinks research — Market sizes; Brand shares; Country reports; Regional briefings
- Consumers research — Population; Lifestyles; Income and Expenditure
- Economies research — Business Dynamics; Economy, Finance and Trade

