

Market Penetration Services

Enhancing Effectiveness and Mitigating Risk

Major Events International (MEI) provides Market Penetration Services for clients who aspire to establish a presence in the target country or who wish to verify whether winning business is viable. The scale of investment preparations and the fixed deadline nature of major event opportunities present powerful incentives to use them as a catalyst for action.

The MEI approach is to enhance client effectiveness and mitigate risk by initially following a staged approach of pragmatic and bespoke workshops. This can include competitor and partner analysis, customer and visit planning and a review of commercial considerations. MEI can then also seek to provide an early entry local presence and can provide access to expert staff. Please ask for more details if you would like to know more about how we provide support in the target country.

By using either the entire MEI process or individual aspects MEI delivers a highly flexible and focused approach. Cost, time and commercial exposure are mitigated with reviews at key decision points.

Overcoming Market Penetration Challenges

Competitive Environment: The attraction of winning business in highly iconic major events drives commercial interest from across the globe. Establishing early awareness and contact with key stakeholder organisations is essential.

Market Intelligence: Given the fluidity in the formation of new organisations and key appointees, the volume of procurement opportunities and the numerous conference and expos, a monitoring and regular reporting capacity is essential. The same is true for competitive analysis and emerging partner activity.

Cost of entry: Timings and purpose of visits, hiring staff and renting offices are activities which need careful management within a robust and approved business case and strategy.

Long Lead Times: MEI encourages clients to focus on non event related opportunities to help build a local presence and for early market profile.

Management and Staff Effort: Business-as-usual distractions can often risk making an investment without full analysis and control. Both a decision support approach and the development of a fully auditable plan are essential.

Partnerships and Acquisitions: Partnerships and acquisitions activity is complex and time consuming. Haste in decision making can have a very damaging impact on getting established and therefore winning business.

Winning Business: Sponsorship options can deliver many benefits and needs careful consideration. However, the majority of activity will be by winning commercial tenders and expert support is often needed.

MEI Methodology for Early Stages

MEI market penetration workshops provide a sequential approach which can also be adapted to meet the need of clients and are summarised as follows:



- 1. Initial Workshop:** Company aspirations, plans, unique selling points and delivery concept as a first check of market suitability.
- 2. Presentation of the Market Offer:** How to achieve end-client awareness of the core proposition, target customers and key messages about in-country presence and delivery.
- 3. Mission Planning:** Timing and purpose of visits to include maximising the value by the right mix of customer and potential partner contact.
- 4. Missions:** If required, provide local expert staff support to compliment the services provided by government agencies.
- 5. Debrief and next steps planning:** Full debriefing against pre-mission objectives, plans for follow-up proposals and lessons learned.

Summary of Benefits

The MEI Market Penetration Services aim to mitigate risk whether this be direct and indirect costs, management and staff effort or commercial or legal complexity. Entering new markets is inevitably challenging and the Major Events focus where MEI excels is also highly competitive. The rewards however are considerable. Key to success is to be systematic, controlled and making decisions on excellent information and first-hand experience with the right local knowledge, presence and support. MEI has a proven track record to include bid winning and please do not hesitate to contact us to establish if we can help you succeed.