

4.3.2

10 Actions for a Successful Market Visit

- Check out the CIA 'World Factbook' information for your market before you go
- Get advice from a UKTI Language and Culture Adviser on etiquette for 'difficult' markets
- Know exactly what you need to find out. Use your 'Ease' and 'Potential' analysis from the Checklist '5 Steps to finding the Best Market for You' as a basis. Also use the 'Market Research Checklist'
- Work out who might have a reliable answer.
- Go with a clear intention to research the market and not sell or to appoint a partner. If you make interesting contacts you can follow them up when you have a complete picture.
- Set up a visit itinerary and include different people with different roles in the market-place. These might include retailers, distributors, agents, trade associations, end-users, Chambers of Commerce etc.
- Include an exhibition in your visit if you can, but don't rely on exhibitors as your only source of information.
- Set out to cross check as much information as you can
- Ask everyone the same questions and make notes!
- Set time aside after your visit to review your notes and reach conclusions. Set this time aside before you go.

The Following modules offer a deeper insight into this topic.

Language, Culture and Your Business Proposition

Language, Culture – Building Trust and Relationships

You can find them in the SavvyAcademy.

Information you complete as part of the Module will be automatically entered into your Plan. The more modules you complete, the more your Plan will build.