



WindandSea-Research

Oceans Energy Environment

Bringing together diverse technologies to create
and enhance energy systems

Market Entry Analysis

<i>Client Definition -</i>	3
<i>Market Structure -</i>	3
<i>Projects -</i>	3
<i>Target Customers -</i>	3
<i>Potential Competitors -</i>	4
<i>Potential Partners -</i>	4
<i>Political Factors -</i>	4
<i>Competitive Advantages -</i>	5
<i>Threats and Weaknesses -</i>	5
<i>Marketing -</i>	5
<i>Business Structure -</i>	5
<i>General Factors -</i>	5

The **Market Entry Analysis** is specifically aimed at identifying and quantifying factors which might relate to an overseas company entering the Australian marketplace in the Oil & Gas and Energy field. It is a broader and more generalized overview that would precede a Business Plan, and provide a structured starting place for that document.

It gives prospective entrants an understanding of the potential market as well as pathways for pursuing entrance.

Client Definition -

In consultation with our Client we start by clearly defining the company and its products, in the context of their aims in the Australian market. This provides direction for all subsequent research and it is expected that these definitions will evolve based on the research, and in further consultation with the Client.

- ❖ Aims - What are the short, medium and long term aims in this market
- ❖ Market segment - What segments of the market are viewed as the desired focus
- ❖ Client Product/Services - Which do they want to target at this market

Market Structure -

We examine the market based on the parameters established by the **Client Definition**.

- ❖ Size - Current and future growth or contraction
- ❖ Stability
- ❖ Future trends - Technical, Geographical, Legislative
- ❖ Organization - Regional, Government, Associations and other controlling groups

Projects -

Identifying specific projects of interest further elucidates the market and highlights potential Customers, Partners and Competitors. It also helps to highlight the geographic dispersion of activities, technologies being used and the inter-relationship between these and the owners and suppliers involved.

- ❖ Type - Significant technologies, Size
- ❖ Location
- ❖ Ownership
- ❖ Timetable
- ❖ Status
- ❖ Budget
- ❖ Contractors

Target Customers -

Based on the **Client Definition**, these are companies that are most suitable targets.

- ❖ Size - Current and future growth or contraction
- ❖ Segments
- ❖ Organization - Company ownership, Structure, Locations
- ❖ Projects
- ❖ Target Products/Services
- ❖ Current suppliers
- ❖ Most advantageous characteristics as a Customer

Potential Competitors -

These companies are that pose the greatest market threat to Client company.

- ❖ Size - Current and future growth or contraction
- ❖ Segments
- ❖ Organization - Company ownership, Structure, Locations
- ❖ Infrastructure and resources
- ❖ Projects
- ❖ Significant technologies: Product and Services
- ❖ Pricing structure
- ❖ Current customers
- ❖ Partnership potential - Under what circumstances are they likely to be a Partner
- ❖ Most dangerous characteristics as a Competitor

Potential Partners -

These companies are measured against the initial Client aims and defined capabilities so as to provide the greatest competitive advantages.

These are companies that have far greater likelihood of being a partner in the marketplace than a competitor. They provide some substantial degree of synergistic capability, whether that be a technical component, or their ability to provide regional or segment oriented support.

- ❖ Size - Current and future growth or contraction
- ❖ Segments
- ❖ Organization - Company ownership, Structure, Locations
- ❖ Infrastructure and resources
- ❖ Projects
- ❖ Significant technologies - Product and Services
- ❖ Pricing structure
- ❖ Current customers
- ❖ Competitor potential - Under what circumstances are they likely to be a Competitor
- ❖ Most advantageous characteristics as a Partner

Political Factors -

Identification of the role and potential significance of both government agencies and independent associations or groups. The aim is to quantify those entities through which membership or interaction may provide significant business advantage, or conversely those that might be a barrier to success if not properly understood and managed.

- ❖ Government - Federal, State, Local
- ❖ Associations Trade - Customers, Partners, Competitors
- ❖ Associations Other - Environmental, Regional, Social

Political Factors include the impact of government policies on such issues as Tax Policy, Labour Law, Environmental Law, Trade Restrictions, Tariffs and Political Stability. Also includes government philosophy regarding goods and services it wishes to promote and those it wants to discourage.

Competitive Advantages -

This looks at Client core capabilities in the context of the aims expressed in the **Client Definition** and in the light of subsequent research conducted under that direction.

- ❖ Infrastructure
- ❖ Cultural
- ❖ Cost Structure
- ❖ Experience
- ❖ Time to market
- ❖ Technology
- ❖ Brand Recognition

Threats and Weaknesses -

- ❖ Incumbent competitors
- ❖ Resistance to acceptance
- ❖ Technical issues
- ❖ Infrastructure Issues
- ❖ Alternative solutions
- ❖ Business conditions
- ❖ Price Pressures

Marketing -

Outline of potential marketing activities, based on research findings. More detailed analysis would be undertaken in a Business Plan.

- ❖ Target Customer demographic
- ❖ Events
- ❖ Advertising
- ❖ Distribution Channels
- ❖ Partners - Business
- ❖ Partners - Technical

Business Structure -

A basic analysis of the options and implications of various structures and approaches to doing business in Australia.

- ❖ Company creation costs
- ❖ Statutory maintenance costs
- ❖ Tax and other implications
- ❖ Government Incentives - Federal, State, Local
- ❖ Statutory Requirements - Registration, Insurance

General Factors -

An examination of general factors potentially impacting market success.

- ❖ Economic - economic growth, interest rates, exchange rates, inflation rate
- ❖ Social factors - population growth, age distribution, career attitudes
- ❖ Safety and Environmental attitudes
- ❖ Technological - R&D activity, level of automation, technology incentives and existing infrastructure and capabilities.
- ❖ Legal factors include discrimination law, antitrust law, employment law, health and safety and environmental law.