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PURPOSE

Market Entry Readiness evaluates the company's own readiness to enter a target market across **six fixed dimensions**, comparing how **important** each dimension is against the company's current **capability**.

CLIENT VALUE

Identify capability gaps before committing resources to market entry, so investment and preparation are directed where readiness is weakest.

HOW TO USE

1. Create an assessment for the target market.
2. For each of the **six dimensions**, deliberately set **Importance** and **Capability** from 1 to 5. Each starts **Not Assessed**.
3. Complete all dimensions to produce the readiness result.
4. Review the overall readiness band and the largest **capability gaps**.
5. Export the client-facing record.

UNDERSTANDING THE RESULT

Each dimension shows the gap between required importance and current capability. The overall **Readiness** score and band summarise preparedness, and the largest gaps indicate where capability must be built before entry.

EXPORT YOUR ASSESSMENT

Export PDF creates the client-facing readiness record, reflecting the dimensions, importance and capability scores you entered.