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PURPOSE

Market Entry Risk assesses the downside exposures of entering a target market across **ten risk categories** in three groups, each scored by **likelihood** and **severity**.

CLIENT VALUE

Surface and prioritise the risks that could materially threaten market entry, and flag any critical risk that must be resolved before commitment.

HOW TO USE

1. Create an assessment for the target market.
2. For each risk category, set **Likelihood** and **Severity** from 1 to 5 (higher means greater risk). Each starts **Not Assessed**.
3. Add supporting **evidence** where available.
4. Review the overall risk band, the **priority risks** and any **critical-risk** flag.
5. Export the client-facing record.

UNDERSTANDING THE RESULT

Category risk combines likelihood and severity; the overall score and band summarise exposure. A **critical-risk flag** highlights any individual risk severe enough to require resolution before market commitment, independent of the overall score.

EXPORT YOUR ASSESSMENT

Export PDF creates the client-facing risk record, reflecting the categories, likelihood, severity and evidence you entered.