ASEAN Market Entry & Go-to-Market

REPORT GUIDE

STEP 3

POSITION → ENTER → GTM → EXECUTE

About this guide. A concise, executive orientation to the Step 3 report: what it plans, how to read it, and what it does and does not guarantee. It is a report guide, not a software manual.

1 PURPOSE

To convert the opportunity validated in Step 2 into company-specific strategic and commercial decisions — positioning, entry, go-to-market and execution — and a practical plan for how the company will compete and win in the market.

2 CLIENT VALUE

Step 3 gives management a practical commercial roadmap for entering the validated market: how to position, which entry model and route-to-market to use, where to focus, how to price, and how to execute — allocating resources and building the capabilities required to compete effectively.

3 WHERE STEP 3 FITS

Step 3 follows a completed Step 2 Opportunity Validation. It is the **Position → Enter → Go-to-Market → Execute** stage of the AdvantAsia progression, converting the validated opportunity into a commercial plan and the basis for execution.

STEP 1 SCREEN › STEP 1 SELECT › STEP 2 VALIDATE › **STEP 3 POSITION** | **STEP 3 ENTER** | **STEP 3 GO-TO-MARKET** | **STEP 3 EXECUTE**

Step 2 asked **"is the opportunity real?"** Step 3 answers **"how do we position, enter and win?"** It does not re-screen markets or re-validate the opportunity — those decisions are settled in Steps 1 and 2.

4 WHAT THIS REPORT EVALUATES

The report develops the strategy across five areas, matching the five pages of the Step 3 report. Each answers a specific management question.

Market Entry Strategy	The recommended positioning, entry model and route-to-market, with the company's differentiation, advantages, risks and capability gaps. Answers: **how do we position and enter to win here?**
Target Sectors & Route to Customers Strategy	Priority sectors and customers, the customer-access model and the channel partners capable of reaching them. Answers: **where do we focus, and how do we reach customers?**
Strategic Pricing & Commercial Terms	The value-based pricing approach, positioning and indicative commercial terms. Answers: **what price does our value support, and on what terms?**
Market Entry Plan & Implementation Roadmap	The phased plan — priorities, sequencing, success metrics, principal risks and resources. Answers: **what happens, in what sequence, and what do we need?**
Sales, Marketing & Business Development Plan	Commercial objectives, the sales process, marketing actions and the execution scorecard. Answers: **how do we generate customers and revenue?**

Together, these five areas develop the three Step 3 client deliverables: the **Market Entry Strategy**, the **Go-to-Market Plan** and the **Execution Plan**.

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5 METHODOLOGY

Step 3 converts the opportunity validated in Step 2 into company-specific strategic and commercial decisions, developed across four activities.

Position
Strategic Positioning / SWOT — the company's strengths and weaknesses relative to the validated opportunity, and the competitive differentiation that defines how it will compete.

Enter
Market Entry Position & Customer Access — how the company establishes itself in-market and the appropriate route to customers.

Go-to-Market
Commercial Strategy — target sectors and customers, value proposition, channels, customer acquisition, strategic pricing, commercial terms and sales methodology.

Execute
Implementation & Commercial Execution — priorities, sequencing, roadmap, risks and mitigation, actions and milestones that turn the plan into results.

> The four activities integrate into one company-specific strategy and commercial plan: **Position → Enter → Go-to-Market → Execute**.

Validated market evidence and AdvantAsia assessment results establish the evidence base; professional judgement converts that evidence into an executable plan.

Resulting client deliverables

Market Entry Strategy
Positioning, entry position and how the company will establish itself and compete.

Go-to-Market Plan
Target customers, route to customers, value proposition, pricing, commercial terms and sales approach.

Execution Plan
Priorities, sequencing, resources, risks, actions, milestones and performance management.

Strategic pricing — the principle (within Go-to-Market)

AdvantAsia does **not** begin with cost-plus pricing. Pricing starts from the value the customer receives and works back to the company's economics, testing that all three — customer value, channel economics and company economics — can work together.

START **Customer-Perceived Value** › THEN **Target Customer Price** › LESS **Partner Margin** › LESS **Logistics & Costs** › GIVES **Company EXW Price** › VS **Company Cost** › TESTS **Gross Margin & Viability**

The aim is the right price to win customers and maximise total profit dollars — not to optimise margin percentage in isolation.

6 MARKET DATA & ADVANTASIA ASSESSMENT TOOLS

Step 3 combines **validated market evidence carried forward from Step 2**, **company-specific assessment evidence**, proprietary **AdvantAsia assessment tools** and **professional judgement** to develop the plan. Each tool follows one architecture — **assessment app → assessment result → Step 3 decision → client deliverable**.

Strategic Positioning	SWOT and positioning result → defines competitive differentiation and how the company competes → **Market Entry Strategy**.
Target Customer Attractiveness	Sector and customer attractiveness ranking → prioritises target sectors and customers → **Go-to-Market Plan**.
Channel Evaluation	Channel and partner suitability result → selects the route-to-market and shortlists partners → **Go-to-Market Plan** (and Market Entry Strategy).
Strategic Price Positioning	Value-based price with channel and company economics → sets pricing and commercial terms → **Go-to-Market Plan**.
Commercial Opportunity Prioritization	Prioritised opportunity portfolio → sequences which opportunities to pursue first → **Execution Plan**.

Validated market evidence describes the opportunity; AdvantAsia assessment tools determine what it means for the company; professional judgement converts the evidence into the plan.

7 HOW TO INTERPRET THE REPORT

Step 3 is a strategy and a plan, not a set of commitments already made. Read its recommendations as evidence-based starting points for management decision.

- A **recommended route-to-market** is not an automatic partner appointment.
- A **partner rank** is not the final partner recommendation; candidates still require qualification.
- **High customer attractiveness** is not the same as a live commercial opportunity.
- A **high opportunity rank** is not automatic pursuit.
- A **target price** is not guaranteed market acceptance.
- A **strategy is not execution** — results depend on how the plan is carried out.

The purpose of Step 3 is conversion: turning the validated opportunity into a practical positioning, market-entry and go-to-market plan — and the basis for execution.

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8 USING THE REPORT CONTROLS

A short practical note; the report is designed to be read without technical steps.

- Use the **Market** selector to examine the strategy and plan for an individual ASEAN market.
- Step 3 is forward-looking and market-specific; it presents the plan for the selected market rather than a multi-year time series, so there is no year selector.

9 USING THE FINDINGS

Step 3 gives management a practical basis to:

- Establish positioning and competitive differentiation.
- Choose the entry model and route-to-market.
- Select target customers and sectors.
- Evaluate and shortlist channel partners.
- Set strategic pricing and commercial terms.
- Prioritise the opportunities to pursue first.
- Plan the phased market-entry actions and resources.
- Move into execution with a clear scorecard.

10 WHAT STEP 3 DOES NOT TELL YOU

Step 3 provides the strategy and execution framework. It does **not** guarantee:

- Customer adoption.
- Partner performance.
- Price acceptance.
- Sales conversion.
- Regulatory approval.
- Commercial success.

Market entry remains an execution process requiring active management and adjustment.

11 NEXT STEP

> Step 3 is where analysis becomes an operating plan. With the **Market Entry Strategy, Go-to-Market Plan and Execution Plan** in hand, the company moves into **execution**: engage customers, appoint and manage channels, apply the pricing, pursue prioritised opportunities, monitor results against the scorecard, and adapt to market feedback.

IMPORTANT NOTES

- Recommendations build on the validated evidence from Step 2 and the quality of the assessments entered.
- Pricing figures and commercial terms are indicative and require confirmation in negotiation.
- Partner and opportunity rankings support decisions; they do not replace qualification and judgement.
- Targets and timelines are planning assumptions to be managed, not outcomes that are assured.
- The plan should be reviewed and adjusted as execution proceeds and market conditions change.

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