

Country Market Research

Any measure of success in global markets starts by being well prepared. This means doing the essential preparatory market research that offers the best chance of success in global markets. Once compiled then analyzed, the company will have a clearer direction in which to proceed.

Gosling Global uses a country market report format that includes three sections:

- 1) Cultural analysis examining relevant history, geography (transportation, ports etc), topography, political and communication system etc.
- 2) Economic analysis encompassing GDP, tariffs, import regulations, channels of distribution, middlemen, media, storage facilities and availability.
- 3) Market Audits and competitive market analysis that includes comparison and contrast to competitors, typical buying behaviors, pricing, competitors distribution, involvement of government in business, market share and market nuances.