

With you on your growth journey

Scale your business with our market development supports



STEP 1

Establish ambition and desire for exporting

Your actions

Before considering export markets, ensure that the senior management team are aligned and fully committed.

[Read more](#) →

[Our supports](#) ↓



STEP 2

Assess and prioritise market opportunity

Your actions

Access market intelligence, and identify markets with potential for your business.

[Read more](#) →

[Our supports](#) ↓



STEP 3

Set out market positioning strategy

Your actions

Align market opportunities with strategic business objectives to drive growth.

[Read more](#) →

[Our supports](#) ↓



STEP 4

Build your go-to-market plan

Your actions

Develop your export plan in line with your market knowledge and market-driven strategy.

[Read more](#) →

[Our supports](#) ↓



STEP 5

Enter market and begin selling

Your actions

Drive revenue by expanding sales of your product or service on the ground.

[Read more](#) →

[Our supports](#) ↓



STEP 6

Scale globally

Your actions

Don't stop there, keep growing in new markets with support from Enterprise Ireland.

[Read more](#) →

[Our supports](#) ↓

With you on your growth journey

Scale your business with our market development supports



STEP 1

Establish ambition and desire for exporting

Your actions

Before considering export markets, ensure that the senior management team are aligned and fully committed.

- Alignment with existing business strategy & plan
- Motivation to export:
 - Organic growth
 - Customer led
 - Necessity
 - Opportunistic
 - Ambition...next step in growth strategy
- Financial implications:
 - Allocate resources
 - Consider finance options

Our supports ↓



STEP 2

Assess and prioritise market opportunity

Your actions

Access market intelligence, and identify markets with potential for your business.

[Read more](#) →

Our supports ↓



STEP 3

Set out market positioning strategy

Your actions

Align market opportunities with strategic business objectives to drive growth.

[Read more](#) →

Our supports ↓



STEP 4

Build your go-to-market plan

Your actions

Develop your export plan in line with your market knowledge and market-driven strategy.

[Read more](#) →

Our supports ↓



STEP 5

Enter market and begin selling

Your actions

Drive revenue by expanding sales of your product or service on the ground.

[Read more](#) →

Our supports ↓



STEP 6

Scale globally

Your actions

Don't stop there, keep growing in new markets with support from Enterprise Ireland.

[Read more](#) →

Our supports ↓

With you on your growth journey

Scale your business with our market development supports



STEP 1

Establish ambition and desire for exporting

Your actions

Before considering export markets, ensure that the senior management team are aligned and fully committed.

- Alignment with existing business strategy & plan
- Motivation to export:
 - Organic growth
 - Customer led
 - Necessity
 - Opportunistic
 - Ambition...next step in growth strategy
- Financial implications:
 - Allocate resources
 - Consider finance options

Our supports ↓

- Mentor Network
- EI webinars
- Business Navigator



STEP 2

Assess and prioritise market opportunity

Your actions

Access market intelligence, and identify markets with potential for your business.

[Read more →](#)

Our supports ↓



STEP 3

Set out market positioning strategy

Your actions

Align market opportunities with strategic business objectives to drive growth.

[Read more →](#)

Our supports ↓



STEP 4

Build your go-to-market plan

Your actions

Develop your export plan in line with your market knowledge and market-driven strategy.

[Read more →](#)

Our supports ↓



STEP 5

Enter market and begin selling

Your actions

Drive revenue by expanding sales of your product or service on the ground.

[Read more →](#)

Our supports ↓



STEP 6

Scale globally

Your actions

Don't stop there, keep growing in new markets with support from Enterprise Ireland.

[Read more →](#)

Our supports ↓

With you on your growth journey

Scale your business with our market development supports



STEP 1

Establish ambition and desire for exporting

Your actions

Before considering export markets, ensure that the senior management team are aligned and fully committed.

[Read more](#) →

[Our supports](#) ↓



STEP 2

Assess and prioritise market opportunity

Your actions

Access market intelligence, and identify markets with potential for your business.

- Evaluate market opportunities
- Macroenvironment analysis (Pestel etc)
- Identify target markets, segments and customers
- Desk research to support target market decisions and prioritise based on commercial opportunity

[Our supports](#) ↓



STEP 3

Set out market positioning strategy

Your actions

Align market opportunities with strategic business objectives to drive growth.

[Read more](#) →

[Our supports](#) ↓



STEP 4

Build your go-to-market plan

Your actions

Develop your export plan in line with your market knowledge and market-driven strategy.

[Read more](#) →

[Our supports](#) ↓



STEP 5

Enter market and begin selling

Your actions

Drive revenue by expanding sales of your product or service on the ground.

[Read more](#) →

[Our supports](#) ↓



STEP 6

Scale globally

Your actions

Don't stop there, keep growing in new markets with support from Enterprise Ireland.

[Read more](#) →

[Our supports](#) ↓

With you on your growth journey

Scale your business with our market development supports



STEP 1

Establish ambition and desire for exporting

Your actions

Before considering export markets, ensure that the senior management team are aligned and fully committed.

[Read more](#) →

Our supports ↓



STEP 2

Assess and prioritise market opportunity

Your actions

Access market intelligence, and identify markets with potential for your business.

- Evaluate market opportunities
- Macroenvironment analysis (Pestel etc)
- Identify target markets, segments and customers
- Desk research to support target market decisions and prioritise based on commercial opportunity

Our supports ↓

- Market Research Centre
- Strategic Consultancy Grant
- Evolve Grant



STEP 3

Set out market positioning strategy

Your actions

Align market opportunities with strategic business objectives to drive growth.

[Read more](#) →

Our supports ↓



STEP 4

Build your go-to-market plan

Your actions

Develop your export plan in line with your market knowledge and market-driven strategy.

[Read more](#) →

Our supports ↓



STEP 5

Enter market and begin selling

Your actions

Drive revenue by expanding sales of your product or service on the ground.

[Read more](#) →

Our supports ↓



STEP 6

Scale globally

Your actions

Don't stop there, keep growing in new markets with support from Enterprise Ireland.

[Read more](#) →

Our supports ↓

With you on your growth journey

Scale your business with our market development supports



STEP 1

Establish ambition and desire for exporting

Your actions

Before considering export markets, ensure that the senior management team are aligned and fully committed.

[Read more](#) →

[Our supports](#) ↓



STEP 2

Assess and prioritise market opportunity

Your actions

Access market intelligence, and identify markets with potential for your business.

[Read more](#) →

[Our supports](#) ↓



STEP 3

Set out market positioning strategy

Your actions

Align market opportunities with strategic business objectives to drive growth.

- Competitor profiling
- Customer profiling
- Buyer persona development
- Develop Customer Value Proposition for each market/segment
- Develop pricing strategy

[Our supports](#) ↓



STEP 4

Build your go-to-market plan

Your actions

Develop your export plan in line with your market knowledge and market-driven strategy.

[Read more](#) →

[Our supports](#) ↓



STEP 5

Enter market and begin selling

Your actions

Drive revenue by expanding sales of your product or service on the ground.

[Read more](#) →

[Our supports](#) ↓



STEP 6

Scale globally

Your actions

Don't stop there, keep growing in new markets with support from Enterprise Ireland.

[Read more](#) →

[Our supports](#) ↓

With you on your growth journey

Scale your business with our market development supports



STEP 1

Establish ambition and desire for exporting

Your actions

Before considering export markets, ensure that the senior management team are aligned and fully committed.

[Read more](#) →

[Our supports](#) ↓



STEP 2

Assess and prioritise market opportunity

Your actions

Access market intelligence, and identify markets with potential for your business.

[Read more](#) →

[Our supports](#) ↓



STEP 3

Set out market positioning strategy

Your actions

Align market opportunities with strategic business objectives to drive growth.

- Competitor profiling
- Customer profiling
- Buyer persona development
- Develop Customer Value Proposition for each market/segment
- Develop pricing strategy

Our supports ↓

- Strategic Marketing Review
- Market Discovery Fund
- Go to Market Planner



STEP 4

Build your go-to-market plan

Your actions

Develop your export plan in line with your market knowledge and market-driven strategy.

[Read more](#) →

[Our supports](#) ↓



STEP 5

Enter market and begin selling

Your actions

Drive revenue by expanding sales of your product or service on the ground.

[Read more](#) →

[Our supports](#) ↓



STEP 6

Scale globally

Your actions

Don't stop there, keep growing in new markets with support from Enterprise Ireland.

[Read more](#) →

[Our supports](#) ↓

With you on your growth journey

Scale your business with our market development supports



STEP 1

Establish ambition and desire for exporting

Your actions

Before considering export markets, ensure that the senior management team are aligned and fully committed.

[Read more](#) →

[Our supports](#) ↓



STEP 2

Assess and prioritise market opportunity

Your actions

Access market intelligence, and identify markets with potential for your business.

[Read more](#) →

[Our supports](#) ↓



STEP 3

Set out market positioning strategy

Your actions

Align market opportunities with strategic business objectives to drive growth.

[Read more](#) →

[Our supports](#) ↓



STEP 4

Build your go-to-market plan

Your actions

Develop your export plan in line with your market knowledge and market-driven strategy.

- Channel/route to market
- Business model canvas
- Marketing communications
- Make changes to product to fit market
- Tailor packaging and branding
- Comply with local regulations
- Value Proposition / differentiation from competitors
- Ensure the company has allocated sufficient resources (both people and financial) to enter the market

[Our supports](#) ↓



STEP 5

Enter market and begin selling

Your actions

Drive revenue by expanding sales of your product or service on the ground.

[Read more](#) →

[Our supports](#) ↓



STEP 6

Scale globally

Your actions

Don't stop there, keep growing in new markets with support from Enterprise Ireland.

[Read more](#) →

[Our supports](#) ↓

With you on your growth journey

Scale your business with our market development supports



STEP 1

Establish ambition and desire for exporting

Your actions

Before considering export markets, ensure that the senior management team are aligned and fully committed.

[Read more](#) →

[Our supports](#) ↓



STEP 2

Assess and prioritise market opportunity

Your actions

Access market intelligence, and identify markets with potential for your business.

[Read more](#) →

[Our supports](#) ↓



STEP 3

Set out market positioning strategy

Your actions

Align market opportunities with strategic business objectives to drive growth.

[Read more](#) →

[Our supports](#) ↓



STEP 4

Build your go-to-market plan

Your actions

Develop your export plan in line with your market knowledge and market-driven strategy.

- Channel/route to market
- Business model canvas
- Marketing communications
- Make changes to product to fit market
- Tailor packaging and branding
- Comply with local regulations
- Value Proposition / differentiation from competitors
- Ensure the company has allocated sufficient resources (both people and financial) to enter the market

[Our supports](#) ↓

- Digital Marketing Capability
- Key Manager Grant
- Gradstart
- LeanStart Evolve
- Strategic Planning Grant
- Translation and localisation support from our overseas offices



STEP 5

Enter market and begin selling

Your actions

Drive revenue by expanding sales of your product or service on the ground.

[Read more](#) →

[Our supports](#) ↓



STEP 6

Scale globally

Your actions

Don't stop there, keep growing in new markets with support from Enterprise Ireland.

[Read more](#) →

[Our supports](#) ↓

With you on your growth journey

Scale your business with our market development supports



STEP 1

Establish ambition and desire for exporting

Your actions

Before considering export markets, ensure that the senior management team are aligned and fully committed.

[Read more](#) →

[Our supports](#) ↓



STEP 2

Assess and prioritise market opportunity

Your actions

Access market intelligence, and identify markets with potential for your business.

[Read more](#) →

[Our supports](#) ↓



STEP 3

Set out market positioning strategy

Your actions

Align market opportunities with strategic business objectives to drive growth.

[Read more](#) →

[Our supports](#) ↓



STEP 4

Build your go-to-market plan

Your actions

Develop your export plan in line with your market knowledge and market-driven strategy.

[Read more](#) →

[Our supports](#) ↓



STEP 5

Enter market and begin selling

Your actions

Drive revenue by expanding sales of your product or service on the ground.

- Fulfill customer orders
- Maintain promotional activity
- Make contact with new buyers

[Our supports](#) ↓



STEP 6

Scale globally

Your actions

Don't stop there, keep growing in new markets with support from Enterprise Ireland.

[Read more](#) →

[Our supports](#)

With you on your growth journey

Scale your business with our market development supports



STEP 1

Establish ambition and desire for exporting

Your actions

Before considering export markets, ensure that the senior management team are aligned and fully committed.

[Read more](#) →

[Our supports](#) ↓



STEP 2

Assess and prioritise market opportunity

Your actions

Access market intelligence, and identify markets with potential for your business.

[Read more](#) →

[Our supports](#) ↓



STEP 3

Set out market positioning strategy

Your actions

Align market opportunities with strategic business objectives to drive growth.

[Read more](#) →

[Our supports](#) ↓



STEP 4

Build your go-to-market plan

Your actions

Develop your export plan in line with your market knowledge and market-driven strategy.

[Read more](#) →

[Our supports](#) ↓



STEP 5

Enter market and begin selling

Your actions

Drive revenue by expanding sales of your product or service on the ground.

- Fulfill customer orders
- Maintain promotional activity
- Make contact with new buyers

[Our supports](#) ↓

- International Office Network/ Overseas Market Advisors
- Trade Missions
- Inward Buyer Visits
- Market specific knowledge events
- International events
- Enter the Eurozone



STEP 6

Scale globally

Your actions

Don't stop there, keep growing in new markets with support from Enterprise Ireland.

[Read more](#) →

[Our supports](#) ↓

With you on your growth journey

Scale your business with our market development supports



STEP 1

Establish ambition and desire for exporting

Your actions

Before considering export markets, ensure that the senior management team are aligned and fully committed.

[Read more](#) →

[Our supports](#) ↓



STEP 2

Assess and prioritise market opportunity

Your actions

Access market intelligence, and identify markets with potential for your business.

[Read more](#) →

[Our supports](#) ↓



STEP 3

Set out market positioning strategy

Your actions

Align market opportunities with strategic business objectives to drive growth.

[Read more](#) →

[Our supports](#) ↓



STEP 4

Build your go-to-market plan

Your actions

Develop your export plan in line with your market knowledge and market-driven strategy.

[Read more](#) →

[Our supports](#) ↓



STEP 5

Enter market and begin selling

Your actions

Drive revenue by expanding sales of your product or service on the ground.

[Read more](#) →

[Our supports](#) ↓



STEP 6

Scale globally

Your actions

Don't stop there, keep growing in new markets with support from Enterprise Ireland.

- Consider new products/markets
- Own presence and staff in key markets
- Secure finance to scale

[Our supports](#) ↓

X

With you on your growth journey

Scale your business with our market development supports



STEP 1

Establish ambition and desire for exporting

Your actions

Before considering export markets, ensure that the senior management team are aligned and fully committed.

[Read more](#) →

[Our supports](#) ↓



STEP 2

Assess and prioritise market opportunity

Your actions

Access market intelligence, and identify markets with potential for your business.

[Read more](#) →

[Our supports](#) ↓



STEP 3

Set out market positioning strategy

Your actions

Align market opportunities with strategic business objectives to drive growth.

[Read more](#) →

[Our supports](#) ↓



STEP 4

Build your go-to-market plan

Your actions

Develop your export plan in line with your market knowledge and market-driven strategy.

[Read more](#) →

[Our supports](#) ↓



STEP 5

Enter market and begin selling

Your actions

Drive revenue by expanding sales of your product or service on the ground.

[Read more](#) →

[Our supports](#) ↓



STEP 6

Scale globally

Your actions

Don't stop there, keep growing in new markets with support from Enterprise Ireland.

- Consider new products/markets
- Own presence and staff in key markets
- Secure finance to scale

[Our supports](#) ↓

- Support with local presence: signposting to HR and legal professions
- Hotdesking facilities
- PR services

x