

Growth Accelerator

Sales Facilitation

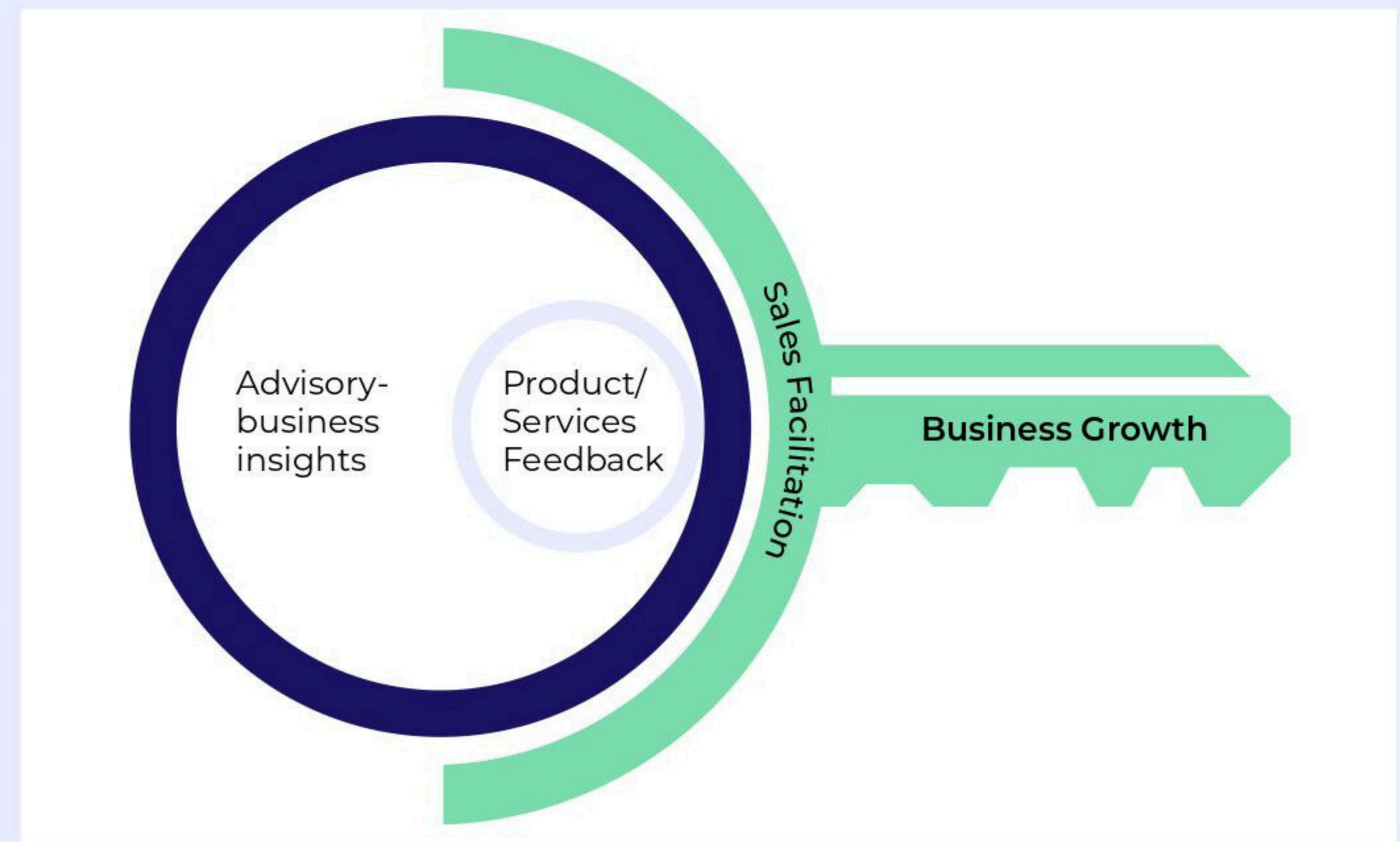
Enabling **Indian** brands to penetrate and expand in the US market

Fit-for-Purpose

A tailored approach that fits your company's specific needs and accelerates the execution of your expansion plan

2 personas to support your business growth

Sales Facilitation	Advisor
Your local representation - an extension of your team Customer engagement, demos, and event participation	Gain valuable insights to right-align your US market strategy
Address your buyer's queries in real-time	Lean-in on Entry USA collaborations and experience to accelerate your market penetration
Find new avenues for sale helping scale the company's initiatives	Guidance concerning ethical and legal practices in the US



We Assess | We Strategize | We Execute

- Product specifications to check the market fit
- Identify competitive landscape
- Develop a product-positioning strategy
- Sales proposition product messaging
- Match with the buyer's behavior and needs
- Face-to-face in-person sales meeting
- Participation at expos & conferences
- Apply holistics ways to add & create value

How does our Growth Accelerator benefit you?

- **Boost Growth:** Enhance market presence
- **Predict Trends:** Stay ahead in consumer behavior
- **Save Time & Costs:** Streamline processes, and cut expenses. Fast market entry for increased time to market
- **Build Alliances:** Partner for accelerated growth
- **Leverage feedback:** for product improvement and market competitiveness

Our collaborations and customized approach enable you to create your sales channels and find a niche in the US marketplace

Getting you started

EntryUSA Coverage

Market Research: Comprehensive study to understand consumer preferences, market trends, and competition	✓
Product Study: Do a market fit analysis on the product catalog and do an opportunity analysis	✓
Networking & Partnerships: Facilitate connections with potential partners, retailers, and distributors in Indian, Asian, and international outlets & marketplaces. Prospects to be contacted over phone/ emails/in-person visits	✓
In-Person Meetings: In any state across the US	✓
Marketing and Branding: Providing guidance on branding strategies, packaging designs, and marketing campaigns tailored specifically to the preferences of US consumers. In addition assistance in meeting regulatory compliances	✓

FREQUENTLY ASKED QUESTIONS

How does Entry USA identify potential sales opportunities for my Indian company in the US market?

Entry USA employs a comprehensive market research approach to identify potential sales opportunities for Indian companies in the US market. We analyze market trends, customer demographics, and competitive landscapes to pinpoint lucrative business prospects.

What should I be prepared with before entering the US market?

Technical specifications of the product; relevant certifications; willingness to share referrals of business done in the US or globally; and ready-to-ship samples.

What are the Strategies that I should deploy when entering the US market?

This depends on the product/service you want to launch in the US market. It will vary from product to product and what your ultimate goal is. If you want to launch your brand the route will be different. If you want to customize or white label the product for your buyer the route will be different. In either case, we will help you to position your product/service
In the case of wanting to sell your own branded product then marketing expenses will need to be considered for brand launch. Alternatively, a less expensive way of entering the market is to enter the country by white labeling your product and then, slowly graduating to build your brand.

How fast would I see the ROI?

It depends on multiple factors. While time of entry is the most crucial other factors like adapting to the client's requirements are equally key. In short, the time taken to get your first order is directly proportional to how quickly and effectively you address your buyers' requirements.

What insights does Entry USA provide into US market trends and customer preferences?

Entry USA offers valuable market insights by conducting comprehensive research and analyzing US market trends and customer preferences. This helps Indian businesses tailor their sales approach to meet the specific needs and preferences of US customers.

How does Entry USA provide ongoing support for after-sales service?

Depending on the complexity of the requirements, the service can either be offered virtually or by providing a local resource.

What guidance does Entry USA offer on regulatory requirements and compliance issues for entry to the US market?

Compliances primarily relate to certifications, CBP (Customs and Border Protection) and Port Authorities. We have access to experts in the domain.

How does Entry USA customize its sales facilitation services to meet the needs of its clients?

Entry USA researches the market thoroughly from the perspective of both the seller and buyer before taking on an assignment. This comprehensive approach is deep-rooted and we provide a multi-pronged approach depending on the customer profile.

What infrastructure facilities are available to us?

Office space, conference and meeting facilities for clients and customers are available in-house.



Single Point of Entry & Expansion in the US

We are a unique One-Key solution platform that offers founders of foreign companies peace of mind when they look at growing their business cross-border into the US. Our mission is to make it easy for foreign companies to establish and expand their business in the US. From company formation in the US to warehousing with pick-pack-ship, L1A work visas, sales facilitation, customs, and transportation, we do it all with just 1-call. We are an established, well-connected, on-the-ground company based in New Jersey, USA, and New Delhi, India.

