Global Growth Strategy Checklist

1. Know Your Strengths

- **What does your business do best, and can you do it everywhere?**
  (If your core advantage isn't easy to explain, it will be difficult to replicate in new places)
- **Are you spending time or money in places that aren’t helping you grow?**
  (Redirect resources away from underperforming areas to focus on your most successful markets)
- **Are there more customers or related products in your current markets?**
  (It is often more efficient to maximize sales where you already have a presence before moving elsewhere)

2. Prepare to Grow

- **Have you tested if people in new places want what you sell?**
  (Digital testing or online sales can confirm demand before you commit to a full launch)
- **Can your business work well in different countries?**
  (Ensure your team and supply chain are adaptable enough to handle international requirements)

3. Know the Challenges

- **Will local businesses be hard to compete with?** (If local competitors have a major advantage, prioritize the markets where you have the strongest edge)
- **Are the rules in new countries too hard or expensive to follow?** (If regulations are too costly, it may be better to focus on growing your existing business)

4. Smart Ways to Grow

- **Could you work with another company to grow faster?** (Partnering with or acquiring a local firm can save time and provide immediate market access)
- **Can you grow online before opening a physical location?** (Selling digitally allows you to validate new markets without the high cost of physical infrastructure)
- **Is everyone in your company okay with growing slowly but steadily vs fast but costly?** (Expanding locally is generally more cost-effective than the high investment required for new territories)

If you wish to explore further, do not hesitate to contact us.