

Enter international markets for growth

Expanding into international markets can open big growth opportunities, but it also comes with challenges.

You'll need to understand local trends and deal with different rules and regulations.

To succeed, do your research, plan carefully and adapt your products and marketing to fit each market's unique needs.



Localise your offering

Adapt your product or service to fit the culture and legal rules of the new market. This could be changing your packaging, pricing or how you communicate your message.

For example, if your new market prefers smaller product sizes because generally houses are smaller, you could offer smaller products.

Do your homework

Take time to learn about the local competition. What do customers like? What are the market trends?

Use this information to shape your approach. Every market is different, so don't rely on what worked before. Adapt to meet the unique needs of each new audience.

Establish local partnerships

Build relationships with local distributors, suppliers or service providers.

This can give you information about your new market and help you to get off to a smooth start. It can also reduce risk and help you get going faster.

Managing global teams, supply chains and compliance

Running a global business can get complicated with teams in different places and supply chains to manage. You need to stay on top of local laws and keep operations running smoothly to succeed.

Set up global communication systems

Use cloud-based platforms, so your teams can work in real time across different time zones and locations.

Optimise supply chains for flexibility

Build a flexible supply chain that can handle changes in demand and disruptions in logistics.

Make sure you comply with local laws

Each market comes with its own legal requirements around data, tax and labour. Work with local legal experts to make sure you're fully compliant.