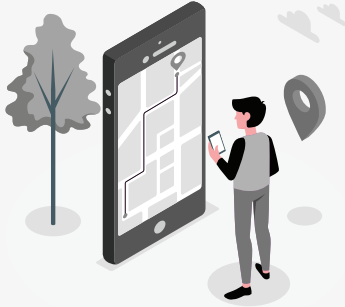


# Avoid Common Pitfalls During Your U.S. Expansion

Kettering International knows the U.S. tech market, and as your Australian-based tech firm plans your U.S. expansion, we can help you avoid these common pitfalls along the way.



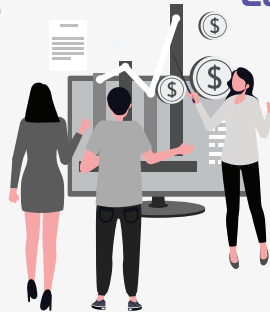
## Ignoring Localisation

Not considering the specific needs and culture of your target market in your approach



## Lacking Market Intelligence

Neglecting to do your research before entering the market



## Value Proposition Doesn't Match Your Market

Not adapting your value proposition for the new target market



## Missing Cultural Intelligence

Failing to consider cultural difference, breadth and depth in communication and collaboration, leaving consumers and stakeholders feeling unheard



## Brand Isn't U.S. Market-Specific

Not taking the time to rebrand your tech business for the U.S. market

Working with Kettering International will help you overcome these obstacles as you expand your Australian-based tech business into the U.S. market.



**Kettering**  
International

Reach out to Kettering today to discuss how we can help you enter the U.S. tech market successfully at: [info@ketteringinternational.com](mailto:info@ketteringinternational.com) or (516) 476-5307.