



Kettering
International

How to Enter the U.S. Market as an Australia-Based Company



Different Geography Will Require Change

When expanding from one country to another, it is paramount to understand localized client needs through relationship building, understanding infrastructure, and workflow dynamics so that you can establish a serviceable marketplace well before deploying assets.

Market Analysis: Knowing Your Target Market

Establish a proven and vetted system to run assessments and ask the right questions so you can avoid pitfalls and turn assumptions into true opportunities.



Brand Recognition: Reaching Across Borders

Remember to take your brand back to the basics of understanding the needs of clients in each regional market. This ensures that your products or services are relatable and easily understood. Resituate branding and messaging, and leverage personal connections to open doors, and you will establish viable relationships.

The Present Solution: Here to Serve

An anchored business with outsourced COO services, dedicated in-market professionals, and a range of in-market office presence options is going to be ideally positioned for success in the new market.



Tough Tactical Questions: Execution Over Excitement

In-depth analysis of your business plan with challenging questions help to ensure that what is needed is in place and that what is planned is truly viable. Remember, it's easy to launch in a new market but it's hard to sustain and succeed in one.