



# State Trade Expansion Program Company Market Research Report Template

## 1. OBJECTIVES & METHODOLOGY

*Identify the resources and methods used for market research.*

## 2. MARKET OVERVIEW

*Include a general outlook for this market and a summary of the current trends in the target market, specific to the company's industry, such as new technologies, regulations, import fees, etc.*

## 3. MARKET & LEGISLATION REGULATIONS

*Include local legislation and regulations and a market entry strategy.*

## 4. TARIFFS & DUTIES

*Identify any likely tariffs and duties that may apply.*



## 5. POTENTIAL PARTNERS

*Provide a list of private and/or public sector contacts that are potential partners for the company in the target market, including distributors, sales representatives, agents, customers, joint venture partners and/or government officials.*

## 6. COMPETITORS

*Provide an analysis of up to five of the company's top competitors in the target market, including analysis of pricing information and current industry trends.*

## 7. NEXT STEPS

*What are your planned next steps in your target market?*