



Enter The U.S. Market

Things to Consider.

You may have a great product in your country. You may even have good reason to believe that it will sell well in the U.S. Marketplace. You have a great chance of failing if you haven't consider these important concepts.

By Prof. Ken Ninomiya
for eknlinks.com

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About the Author



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Professor Ken Ninomiya (eknlinks.com) is a creative and innovative growth marketer who builds business through targeted consumer engagement campaigns. Prof. Ken has successfully launched over \$100MM in products and services, helping several companies build their global strategy while holding leadership position with top-tier global brands. Prof. Ken is an author, lecturer, sales coach, and expert in marketing and business development.

Prof. Ken founded ekn links, an innovative social media, marketing and strategy firm focused on sales growth and consumer engagement. ekn links specializes in opening new markets, finding new business, and building opportunities.

With 20+ years of leadership, Prof. Ken has provided seminars and workshops in China, South America, Europe, and throughout the U.S. Prof. Ken is currently an adjunct professor teaching Social Media, Marketing and International Business. He is originally from Queens, New York and has called Florida home for over twenty years.



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Table of Contents

Factors to Consider – Management Team	pg. 4
Tough Questions	pg. 5
Proper Packaging Sells Products	pg. 6
U.S. Market Strategy Exam	pg. 7
Target Marketing Worksheet	pg. 8
Special Social Media Offer	pg. 9

Most successful international companies have great products in their home country and hope to find the same success in the U.S. Marketplace. Most international companies lack the ability, the management team and the expertise to take those great products and successfully launch them in the U.S. Marketplace.

Successful products do not happen over night and in most cases, it could take years to develop a strong business in the U.S. Marketplace.

This E-Book will discuss important things to consider when your international company plans to enter the U.S. Marketplace, covering important questions to ask within your current management team to your plans to launch.

Factors to Consider



Get Your Management Ready to Enter the U.S. Market



1. Your management team must clearly define your business plan and strategy for entering the U.S. market.
2. Your firm must determine your financial budget to enter the U.S. market. This budget needs to cover 12 to 18 months of development.
3. Your management team must create a 16 to 24-month plan for penetration into the U.S. marketplace. Patience is required to build the market.
4. Every manager within the home-based company must be committed to entering the U.S. market. All departments should be prepared to grow from customer service to shipping.
5. Market research is vital to help you identify your target markets and consumer base. Do plenty of market research before you launch your product into the U.S.
6. Do your homework to make sure that you have a good chance of success. Hire a market expert if you need proper guidance. This expense will pay for itself in time savings and costly mistakes.
7. Pick the proper product or service to take into the U.S. market and make the necessary changes when possible. Do plenty of market research before you can choose the right product.
8. Adapting your product for the U.S. Market is necessary. This means that packaging may have to be changed to accommodate the U.S. consumer needs.
9. Build your marketing collaterals according to the U.S. market taste. This includes your website, videos, and marketing materials. Proper use of English and key call to action words are vital.



Tough Questions

How many of these tough questions do you have answered?

Answering these questions is a great place to start in understanding if your company is ready for the U.S. marketplace.

1. Can you deal with uncertain results? Can you adapt?

You must be able to be patient in the U.S. market and you must be able to respond to changes very rapidly.

2. Do you have flexibility in the U.S. market?

The U.S. market has many size operations, each with specific details to perform in these markets are needed on varying levels.

3. Can your company be innovative and take risk?

The U.S. consumer requires innovation. Retailers demand that suppliers take risk.

4. Can your company be in it for the long term?

- The U.S. consumer requires a dedicated team to grow the marketplace and build a consumer awareness. This process can take 12-18 months.

5. Does your company have the financial reserves to grow the market?

- The U.S. market takes time to build and you must have proper financial reserves to grow the market while not effecting your business from your home country.



Get Some Expert Help!

There are many important decisions to make as you enter into the U.S. Market. If you hire an expert or find a mentor, they can help you make those important decisions. You are responsible for the decisions you make, but you should always consult others to get guidance. A market expert is an invaluable resource for companies working to enter the U.S. Market.

A U.S. Market Expert has been down the same path you're taking and can offer some advice and opinions. A U.S. Market expert is also experienced, successful and will work to provide services, advice and guidance to help you succeed and save you expenses and the frustration of making costly mistakes.

What about your product packaging?

Proper Packaging Sells Products!

Entering the U.S. Market –Make sure that your product package meets some basic U.S. consumer needs before you bring it into the U.S. Market. It is recommended that you hire an expert to help you with the packaging. Below are five guidelines you should consider before developing a package for the U.S. Market.

1. Validate and research the product name. Make sure that another company in the U.S. does not have that name already. Make sure that the name makes sense to the U.S. consumer. Sometimes the name in your home country may be insulting or make no sense in the U.S. market.

2. Choose the right colors and design of your package. Colors help to sell on the store shelf. A market expert will be able to help guide you on proper packaging concepts for the U.S. market.

3. Every package must have the proper label design and regulatory information requirements. Most products require UPC and product identifiers and some may require federal regulatory mandates. A market expert will be able to help guide you on proper packaging concepts for the U.S. market.

4. The right size package or quantity of the product. You may need to adjust your current package to provide different sizes for the right U.S. channel. The U.S. has restrictions on package sizes in some cases and every store has package size requirements that must be met.

5. In 2020 and beyond, the U.S. consumer is becoming more aware of environmentally friendly products so if you can work this into your packaging you should. Social conscious and environmentally friendly qualities of your package will help your marketing position.



U.S. Market Strategy Exam

How many of these strategy questions do you have answered?

Strategy Worksheet

1. Do you understand the market, the customer, and the product potential?

2. Do you understand the USP and product characteristics that differentiate your product from those that succeed and from those that were failures?

3. Are your resources properly allocated?

4. Does your sales team know how to sell your product?

5. Are your sales targets realistic?

6. Have you set realistic expectations for channel distribution and price?

7. Are you getting enough feedback on your product?

8. Is your management team fully engaged?

9. Do you review and update your plan?

10. Do you have a quarterly review and annual goal?

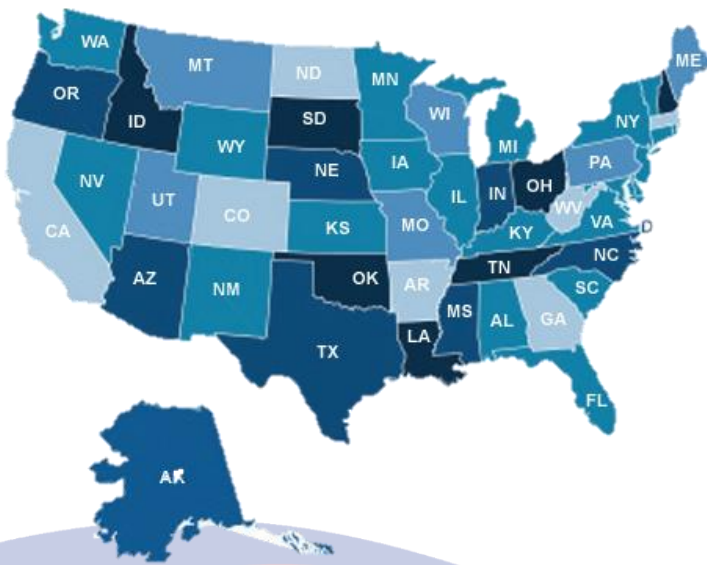
Want to grow your U.S. Business?

EKN LINKS GROWS PRODUCTS INTO MAJOR U.S. MARKETS

Is your product selling? If you are not happy with your sales results, then use ekn links as your sales specialists.

Prof. Ken, has sold over \$100 Million worth of product into major national and regional retail accounts including specialty, mass, food, drug, institutional, wholesale, online, catalog and international accounts. ekn links will put together a sales development plan for your product line to present to targeted buyers in your industry while helping you provide cross-market trade opportunities.

[Click here](#) to see some of our successes and review [case studies](#).



ekn links specializes in online, service business and consumer products with targeted focus on food, snacks, candy, toys, gifts, house wares, health and beauty products and electronics.

Our extensive network of professional sales organizations throughout the world will also be used to benefit our partner companies. We have a high-profile account list that allows us to make successful sales calls in all major U.S. distribution channels.

ekn links will help your small business with Sales Development

- Create new territories and sell product lines.
- Open new business channels and channels of distribution.
- Assist in creating a manufacturers' representative team.
- Assist in developing sales contracts and distribution agreements.

Need a U.S. Market Expert?

ekn links builds U.S. strategy, sales and markets.

Our Commitment

ekn links was founded with the objective to offer our partners a one-stop center for all of their international business needs from the internationalization of their company to the sales of products and services. Using a set of clear goals and objectives, ekn links has successfully developed businesses with the assistance of top-level executive teams, applying a clear skill set that delivers results.

Our commitment to our clients is to provide them professional services supported by top quality budget conscious marketing, sales and strategy plans for their business.

Let the ekn links team apply our 30+ years of experience and skills in foreign markets to support and service your company. We tailor our services to meet our partner's needs. If your company already exports to international markets or if you are already established in the United States, our team of professionals can assist in your company's sales growth and cost reduction.



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Prof. Ken Ninomiya specializes in developing and executing results-oriented sales, marketing and management programs for global manufacturers. Prof. Ken has 30+ years experience in sales and marketing in consumer products, business services and specialty products. He has held positions with the largest confectionery and food manufacturer in South America, a start up of a fortune 100 company, leadership positions at Bimbo Bakeries, Dole and Revlon, and a partner in a representative agency.

His international experience includes managing growth in 22 countries, and a residency in Shanghai, China where he helped companies understand the U.S. market, receiving an honorary appointment as lead the district of Bei-Zhei Commerce in Shanghai.

Prof. Ken has successfully helped a number of companies launch their products to U.S. market, winning several awards for sales and marketing and bringing more than \$100 million worth of products for distribution into the U.S.

What will it cost to get help?

Get expert help. We provide solutions.

ekn links offers our partners three unique solutions to help you enter the U.S. Marketplace. These options are based on proven methods of success, for a company that is entering the U.S. market or a company that is already exporting to the U.S.

Level 1 – EKN LINKS MARKET ENTRY ANALYSIS - Cost USD \$499

This stage is recommended for all future partners regardless of level of commitment to the U.S. Market. The ekn links Market Entry Evaluation Analysis is dedicated to the study of the products and services in the U.S. market. This study consists of the following:

- Where is the current U.S. business? Assess the past numbers, current and future products and services.
- What actions should be taken to start the business? What are the returns and risks?
- How business relationships with customers and distributors can be developed?
- What is certain about the products? What needs to be improved or strengthened?
- Compare your product's performance against industry norms.
- Develop a list of reviews of local market makers.
- Decide the appropriate distribution channels for the introduction of new product, national or regional level and use some kind of exclusive account.
- Industry Analysis - Opportunities and threats, and the product opportunities.

Level 2 – EKN LINKS ACCOUNT MANAGER - Cost USD \$1,000 USD

This stage is a great option for International operations to begin their sales in the U.S. market with an experienced Account Manager.

- Prof. Ken will be dedicated to work for your company and assist in developing the company for up to 8 hours. Some of the work we will perform will be to review all existing products in the market, set price, location, slogans, proposals and market evaluations. Analyze the competitive advantage, identify the Unique Selling Proposition (USP), analyze the competition, pricing, product development and delivery.

Level 3 –EXECUTIVE MANAGER - Cost USD \$2,000 USD

This stage is the best plan for International operations to open their operation in the in the U.S. market and includes an experienced plan that will help to build sales.

- Prof. Ken will be dedicated to work for your company and assist in opening and developing the company's strategy for 16 hours per month. This level will include a number of key services to help with the success of the company in the U.S.

How can ekn links help?

Additional Services Available:

- ✓ Assistant Level is a service offered for companies that have already passed the evaluation stage of the market (LEVEL 1) and are ready to begin to internationalize their business. This includes a U.S. address, phone, live receptionist, marketing or administrative assistance and more. **Starts at \$200 per month.**
- ✓ Website Buildout – Ecommerce and more. Select domain names and web strategy for all products. **Starts at \$50 per month.**
- ✓ Social Media plans to help get the marketing message out. **Starts at \$99 per month.**
- ✓ Register for slogans and trademark design.
- ✓ Develop and print business cards and marketing collateral.
- ✓ Assist in acquiring liability insurance on the product.
- ✓ Assist in setting up financial, administrative and accounting support.
- ✓ Determine plan of investment in marketing and contingency fund required on projections of sales in the first year.
- ✓ Develop and assist with product storage.
- ✓ Negotiate freight and shipping of goods by UPS, FEDEX, DHL and USPS.
- ✓ Manage fairs and trade shows.
- ✓ Design of company logo.
- ✓ Preparation of business plan.
- ✓ Business matchmaking.
- ✓ Assisting in the investigation of the market (products or services), strategic planning for positioning in the international market.
- ✓ Development of new products and services.
- ✓ Development of logistics operations to new markets and development of export routes.
- ✓ International franchising.
- ✓ Support for international events and fairs.
- ✓ Project development of technology to expand the international market.

ekn links is an award-winning agency!



Consumer Engagement:



ekn links builds business with target consumer engagement through social media, marketing and strategy.

eknlinks.com

ekn links, an innovative social media, marketing and strategy firm focused on sales growth and consumer engagement. ekn links specializes in opening new markets, finding new business, and building opportunities.

We create customized programs to assist our business partners in the development of their sales and marketing efforts and to help execute their global go-to-market strategy.

ekn links works with your executive team to implement strategic sales, product, and marketing programs. We work to create consumer engagement programs to generate and build new consumers while increasing sales and revenues, creating sound marketing strategies, introducing new product strategies and positioning your company for growth.

Get a Social Media Management plan for only \$249 Month

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