

The guide you need to develop a strategy for market expansion





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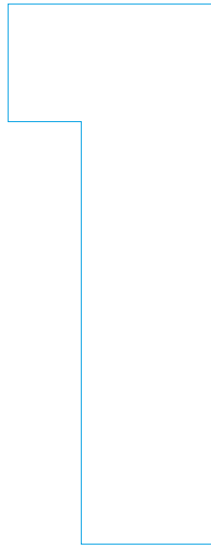
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WHAT IS MARKET EXPANSION?

Market expansion is a **business growth strategy** through which a business seeks to expand its products or services to a market in which it has not previously been present.

A company's growth can take on many forms. Market expansion can be used to describe different situations, not all of which involve **crossing borders** into a foreign market. A common example of market expansion consists of focusing on a new type of **clientele**, perhaps through developing a differentiated communication campaign or generating new product lines.

However, in today's global and digitized context, market expansion often has to do with a company's internationalization. Why? It is one of the **best ways** to extend a company's reach and find new customers.

Why is market expansion important?

As mentioned at the beginning of the article, there are several routes a company can take to grow. A natural first step may be to look inward to see what can be optimized. This usually leads to work on marketing or product development.

It is when that work has been done that international market expansion appears on a company's radar.

As recently reported by the Harvard Business Review in its article "What Drives Growth in Midsize Firms?," market expansion is the logical next step for companies that



have already exploited **all existing opportunities** in their current industries.

In other words, market expansion is key for businesses that are already established in a market and are looking for new opportunities for growth.

The benefits of market expansion

But the benefits of market expansion include many others:

- **More customers, more sales.** Presence in an unexplored market means the chance to access new potential customers and thus obtain an additional source of revenue. To do this, as will be explained below, having the right strategy will be crucial, taking into account the nature of the market to be explored.
- **Revenue diversification.** Through market expansion, the company protects itself against the risk of operating in only one particular area. This has been useful, for instance, in the case of markets affected by economic crises: companies that moved into other countries have additional revenues from other markets that are perhaps less affected.
- Potential **economies of scale.** The market expansion strategy often involves a company expanding production. This, in turn, translates into the possibility of developing economies of scale, in which the cost per unit of product is cut by spreading it over a larger number of units.
- Attracting **new talent.** A market expansion strategy involves finding partners in this new location. In this way, the company can draw on human resources that can provide valuable insight into this new phase of growth in the company.
- A boost to **reputation** and **branding.** The reputation of companies with a global presence grows, presenting an image of success that crosses borders.

In short, market expansion can be a **crucial competitive advantage**, giving a business a global brand image that facilitates its future in the medium and long term.

Market expansion is key for businesses that are already established in a market and are looking for new opportunities for growth.



CONSIDERATIONS FOR MARKET EXPANSION

Why plan market expansion

Planning is, in a way, the secret weapon behind successful market expansion.

A multitude of assets play their part in market expansion: marketing and communication, logistics, production, legal, human resources, etc. Before getting down to work, companies should have a plan that helps them to set their priorities and, consequently, to manage their resources according to those priorities.

With proper planning, the entire company will work in **sync** to achieve its objectives.

Key steps to building the very best market expansion strategies

Define your goals

In other words, the company has to understand why it has decided to take the step towards expansion and what **need** it is seeking to fill with that move.

One of the typical goals guiding work on market expansion includes generating more **revenue** and greater reach for the company. However, objectives should follow the SMART rule (Specific, Measurable, Achievable, Relevant, Time-bound).



For example, one valid objective would be to establish a **percentage of expected growth** for the **coming year**.

Among the reasons most cited for the decision to expand markets in a [CFO](#) study were to gain more market share (50% of participants) and the need to diversify investments (31%).

Conduct an audit

This step will determine whether the company is ready to take the step to expand markets. While there are a multitude of reasons for and benefits of moving in this direction, the truth of the matter is that not all companies are ready for it.

Some areas to probe during the audit include:

- Current audience and market and the best and worst sellers
- The company's competitive advantages that have achieved the best results so far
- Which elements in the company are growing and which are stagnating
- Potential points of friction between current human resources teams

The audit should provide information to gain an in-depth understanding of where the company stands. This makes it possible to detect any underlying unresolved problems that could end up blocking progress in market expansion. If detected in time, a solution can be found before starting to expand.

The audit, in turn, makes it easier to know which components of a business are currently the strongest and, as such, can lead the market expansion.

Market research

Knowing the market where the company is going to establish itself is one of the most important steps. Since market expansion involves approaching new audiences, their **needs** and how to **communicate** with them in the most effective way possible should be studied.



Although today's world is one of unprecedented globalization and internationalization, **cultural differences** can still be crucial to a global expansion strategy being successful or failing. A star product in the U.S. may fail spectacularly in a diametrically opposed market like China's.

This research should be applied to every aspect of market expansion: from development of a localized website to advertising campaigns, content marketing, and customer communications.

Being able to **articulate compelling messaging** in the native language of a new group of customers can make all the difference. So too can the ability to understand the **cultural context** and **concerns** of those customers, demonstrating that the company has taken the trouble to seek solutions tailored to its new market.

Analysis of the competition

A crucial step in market expansion, moreover, has to do not only with knowing who the potential new customers are, but also which other companies are already **competing for their attention**.

Analyzing competitors in the new market is an important opportunity to detect **winning strategies** and **opportunities for improvement** and to make decisions based on that information.

The company can look at its competitors' brand positioning and learn from what they've done right and what they've done wrong. If the competition has a poorly translated website or inconsistent text, working on creating accurate translations will make a difference and get customers to pay attention to the new business.

Being able to articulate compelling messaging in the native language of a new group of customers can make all the difference.



Plan

The market expansion plan should include information on:

- What **teams** will be involved and what **tasks** will be assigned to each of them. There is often an assigned person or team in charge of leading the transition to the new market, acting as a catalyst and coordinator. The success of the expansion is their responsibility. Ideally, this is a cross-functional role performed by someone with a deep understanding of the company and its needs in areas as diverse as product, marketing, finance, and legal and that can maintain fluid communication with all of those departments.
- The tools and processes to be used for market expansion.

There are currently a large number of platforms that can help **automate tasks** and ensure that all resources are unified and accessible. Some of these programs include **CMS software** (for customer relationship management) or multilingual web content management through [multilingual localization](#) services, software, and apps.

Adjust your business structure and operations

The time has come to define what type of actions and in which areas the market expansion will **take shape**.

The strategy should be defined according to that analysis. Should you opt for a franchise system? Is an **export** or **licensing** model a better idea? Is there scope for opening a branch in the target country? Or has a sure thing been detected in a **joint venture**?

In any case, the company will have to adjust its own business processes and structures to make room for that new line of business. The expansion's impact has to be assessed at all levels:

- How will it affect the **operations** carried out till now? What kind of new operations will there have to be?



- What legal, regulatory, etc. materials need to be translated?
- What needs will there be in terms of **human resources**? Will new talent be recruited or will you relocate part of the teams?
- What **logistical needs** will there be, for example, with new product shipments?
- How will you ensure the right **customer service** and **marketing** in the new market? What resources will be earmarked for advertising campaigns in the new market?
- What services will be contracted to **localize websites** and online stores in the new market, bearing in mind that 76% of consumers prefer to shop in stores that are in their own language, according to [CSA Research](#)?

Analyze and optimize

After implementation comes results **monitoring**. Paying attention to all the analytics that can be indicators of the expansion project's status and its approximation to the SMART objectives set is key.

Then you can determine whether the project is aligned with the company's objectives and whether there is room for improvement. The expansion project now enters a cycle of **feedback** and ongoing improvement.





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CONCLUSIONS: A GOOD TIME FOR MARKET EXPANSION

The spectacular growth of e-commerce and instant global communications are two of the factors enabling more and more businesses to consider market expansion.

This translates into a clear conclusion: **now is the time** to take the step to internationalize.

Companies contemplating this possibility, however, need to know that adequate planning and implementation processes have to be developed to successfully break into the new market.





SEPROTEC: YOUR PARTNER FOR MARKET EXPANSION

At SeproTec we work to be a trusted partner for companies with a global presence.

With over 25 years experience in our **translation, interpretation, and localization** services, we see languages as an inexhaustible source of opportunities in today's global world. That's why we help businesses realize their full potential as they open up to new markets.

Some of the key tasks we deal with in this process include:

(e-marketing, websites, blogs, video tutorials, newsletters, paper documents, etc.)....not forgetting legal documents

- preparation of legal documentation (contracts, general sales conditions, product return policies, patent translations and filing, trademark registration, etc.)
- Creation of **technical materials** about the product or service



- Translation of **marketing materials**, packaging, data sheets, product sheets, brochures, ebooks, infographics, presentations
- Creation of **technical materials** about the product or service
- Communication protocols with **sales reps** locally
- Development of **digital marketing** campaigns in the chosen language (more than 750 language combinations), such as chain emails, inbound marketing campaigns, etc.
- **Website localization**
- **Localization of multimedia files**, including voice-overs, subtitling, and dubbing
- Localization of communications in social networks
- **Customer service** interactions
- All types of **on-site and remote interpreting services** in any language.
- Etc.

Would you like to learn more about how SeproTec can **help you** achieve successful **market expansion**? [Contact us](#) and our team will be more than happy to answer any questions you may have.





Our services

We provide a range of full-service solutions, tailor-made, to a client base that covers more than 13 vertical areas, including consumer goods, eLearning, energy, infrastructure & architecture, legal & financial, life sciences, marketing & advertising, public institutions, publishing & broadcasting, technology, travel & tourism and videogaming & entertainment.

- **Document translation.** Our team allows us to produce documents that read like originals written in the target language rather than translations.
- **Website Localization.** We are capable of working with any format available on the market today and we are busily researching new technologies that are just down the pipeline to help you localize your website into more than 120 languages.
- **Software Localization.** Software localization does not merely entail translation, but also cultural adaptation to the target market. We provide services for all phases of the software localization process from internationalization to translation, engineering and testing.
- **eLearning Localization.** SeproTec has countless hours of eLearning and multimedia localization experience, in over 120 languages, and we provide 24/7 support. Our vast global network of linguists and project managers will ensure a successful project providing huge savings for our customers.
- **Intellectual Property Translation and Services.** SeproTec's multidisciplinary team of translators, proofreaders, linguists, lawyers, and engineers has made us the leading company in the management and translation of intellectual property texts and the safest bet for patent translation.
- **Certified and Sworn Translation.** We authenticate and certify the translation as compared to the original in accordance with the legal requirements in each country.



- **Proofreading and editing.** We work with recognized language experts specialized in proofreading and editing texts, indispensable work to ensure a document's quality.
- **Terminology management.** Glossary, terminology database, and translation memory creation and maintenance by a team of professionals with expertise in managing terminology databases and adapting them to the different needs of our clients.
- **Machine Translation and post- editing.** Clients can choose a fully automatic machine translation service or opt to add a light or full post-editing service provided by a team of linguists and managers trained in post-edition.
- **Transcreation.** Carried out by a translator with knowledge and experience in copywriting, involves adapting the intent, style, tone and context of the piece to the target culture.
- **Transcription.** Video and audio recordings of conversations and comments made during hearings, conferences, seminars, interviews and other events often have to be put in writing, whatever the languages used within them. At SeproTec we have been doing transcriptions in over 120 languages.
- **Testing.** SeproTec provides a testing service that combines functional and language testing of a software product.
- **Multimedia Localization.** Our multimedia experts routinely handle dubbing, subtitling and voiceover projects, as well as digital and audiovisual localization.
- **Subtitling.** SeproTec has a team of professionals who translate the text, shorten it in compliance with subtitling requirements and insert the subtitles into the video footage with special subtitling software.



- **Dubbing.** Dubbing involves removing the original character's voice and replacing it with the dubbed audio. We work with actors and dubbers of many different nationalities with a wealth of dubbing experience to meet all our clients' needs.
- **Desktop publishing (DTP).** We have our own in-house desktop publishing department with Professional desktop publishers and Localization Engineers with proven experience.
- **Technical writing.** Our professional content writers specialize in technical writing, with a wealth of experience in producing instruction sheets, manuals, specifications and technical documentation.
- **Conference Interpreting (Simultaneous, Consecutive, whispered and liaison).** With a database of over 7,500 interpreters, categorized by language combination, interpreting style, field specialization and technical expertise, the company offers a wide range of interpreting services suitable for any kind of multilingual situation.
- **Public services interpreting.** SeproTec offers clients a team of interpreters ranging from official languages to rare dialects to support with court, security forces and corps, social services, healthcare, and cultural mediation interpreting needs.
- **Remote Simultaneous Interpreting (RSI).** A smart solution for simultaneous language interpreting at conferences, events and meetings around the globe, no matter where the events are located. We use the best conference interpreters around the world and advise our clients on the most convenient solution as far as the interpreting service platform that best suits their needs.



- **Video Remote Interpreting (VRI).** VRI bridges the gap between OPI and in-person interpreting solutions, reducing the time and cost associated with travel and adding the advantage of visual support to OPI services.
- **Over the Phone Interpreting (OPI).** Instant over-the-phone professional assistance in 80 languages that is simpler, more convenient and more cost-effective than in-person interpreting services.
- **Sign language.** We boast a wealth of experience with different public bodies and fields of specialization (courts, police stations, care centers, social services, educational centers, congresses, private companies, training courses and more).
- **Equipment rental.** SeproTec has simultaneous translation booths that meet UNE 1093:1984 and UNE 1094:1984 standards, public address systems, infrared equipment for simultaneous interpreting, infoport briefcases and all the material needed to make the event run smoothly.



A provider of multilingual services, SeproTec Multilingual Solutions is one of the top 30 companies in the world in its sector. The company offers a broad range of translation, localization and interpreting services for businesses and, through its subsidiary SHIP Global IP, also provides intellectual property management services through a technology platform developed specifically for the IP sector. The company provides its services internationally and has production centers strategically located to ensure 24/7 service, 365 days a year.

With Nazca Capital as a shareholder since 2021, SeproTec is internationalized and has obtained official certifications thanks to its processes and management systems for translation services, quality control and environmental management (UNE-EN ISO 17100, ISO 13485, ISO 9001, and ISO 14001).

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