

律保

企業有限公司



ROOBA

ENTERPRISES

GLOBAL  
ENTRY  
PLAN

Rooba Enterprises Inc. has created a step-by-step guide for entering into an international venture. While this plan is extensive, it may or may not be applicable to you and your current business needs. Please contact a member of the Rooba Team to help you access your specific needs.

## OUR PLAN

### Step 1: Investigation

#### Company

- International Vision
- Objectives
- Strengths
- International Experience
- Support Structure

#### Products

- Current Product Roadmap
- Strengths
- Weaknesses
- Current market position

#### Market Research

- Region selection
- Population
- Current Trends
- Distribution Analysis
- Competition
- Legal Analysis
- Social Concerns

### Step 2: Planning

Partner \ Vendor Selection  
Strategic Analysis  
Visit and Negotiations  
Business Plan

### Step 3: Action

#### Transitioning

Site Location  
Layoffs & Retention  
Lost Productivity / Cultural Issues  
Improving Development Processes  
Contract Management

### Step 4: Review & Support

#### Ongoing

- Project Management
- Cultural Liaison
- Logistic Management
- Import/Export
- Information Exchange

30 day review

90 day review

180 day review

1 year anniversary