

Reflective Questions

Global Marketing Strategy & Market Expansion by Monica Saldivar

1. Consider your current global footprint, which markets have been prioritized and why, and what assumptions about competitive environment, regulation or cultural fit underpin those decisions?
2. How clearly defined is your brand vision across different geographies, and to what extent is that vision adapted (or not) for local market realities?
3. Considering your product/service portfolio, what opportunity-and-risk trade-offs do you face when expanding beyond a home market — and is there a robust business case and mitigation plan in place?
4. How well are development, regulatory and value-proposition strategies for non-domestic markets aligned - especially in terms of benefit-risk balance, local regulatory requirements, and model choice (e.g., joint ventures, local partner, direct presence)?
5. Over the next 3-5 years, what future shifts in global market dynamics (regulation, uptake, models of distribution) should be proactively monitored - and how would those shifts impact market expansion strategy, brand positioning and resource allocation?