Market Entry Project

Does your company have a need to launch a product, brand, or service in a new country? Join the Market Entry Project and get a team of student consultants to help you in your expansion!

The benefits to your company
You will be appointed an international team of student consultants from HAMK’s International Business degree programme who research the business opportunities of your new market and design a roadmap for a product launch. At the end of the project, the student consultants will pitch the end results to you.

Examples of commissions
• Market analysis of the target market
• Competitor analysis
• Researching the product’s suitability in the target market
• Mapping potential clients
• Mapping potential cooperations
• Logistics and distribution options
• Risk analysis

Project process
Contact us, and tell us what your company’s needs are. We can help you fine-tune your commission.

We will gather a tailored team of students in their last year of studies dedicated to working on your project.

You won't need to dedicate a lot of time for the project. Below we present a regular communication flow.
• First, the teacher of these students will book a half an hour slot with you to facilitate the best possible brief.
• Next, we will facilitate a kick-off with the students to brief the consulting team about the project and share relevant documents.
• The student consultants will conduct their research and build proposals for the project (6-8 weeks).
• At the end of the process, the company representative is invited to a final pitch, where the student consultants share the outcomes.
• The company will receive an executive report with findings and recommendations, and the students will be available for further requests after that.

From ideation to completion, a teacher will oversee the project, so your participation is kept up to the minimum exchange of information (kick-off and pitch meetings, plus two exchange of emails).

You can also specify if you wish to have a Finnish student in the consultant team.

Get in touch, we are here to help!
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