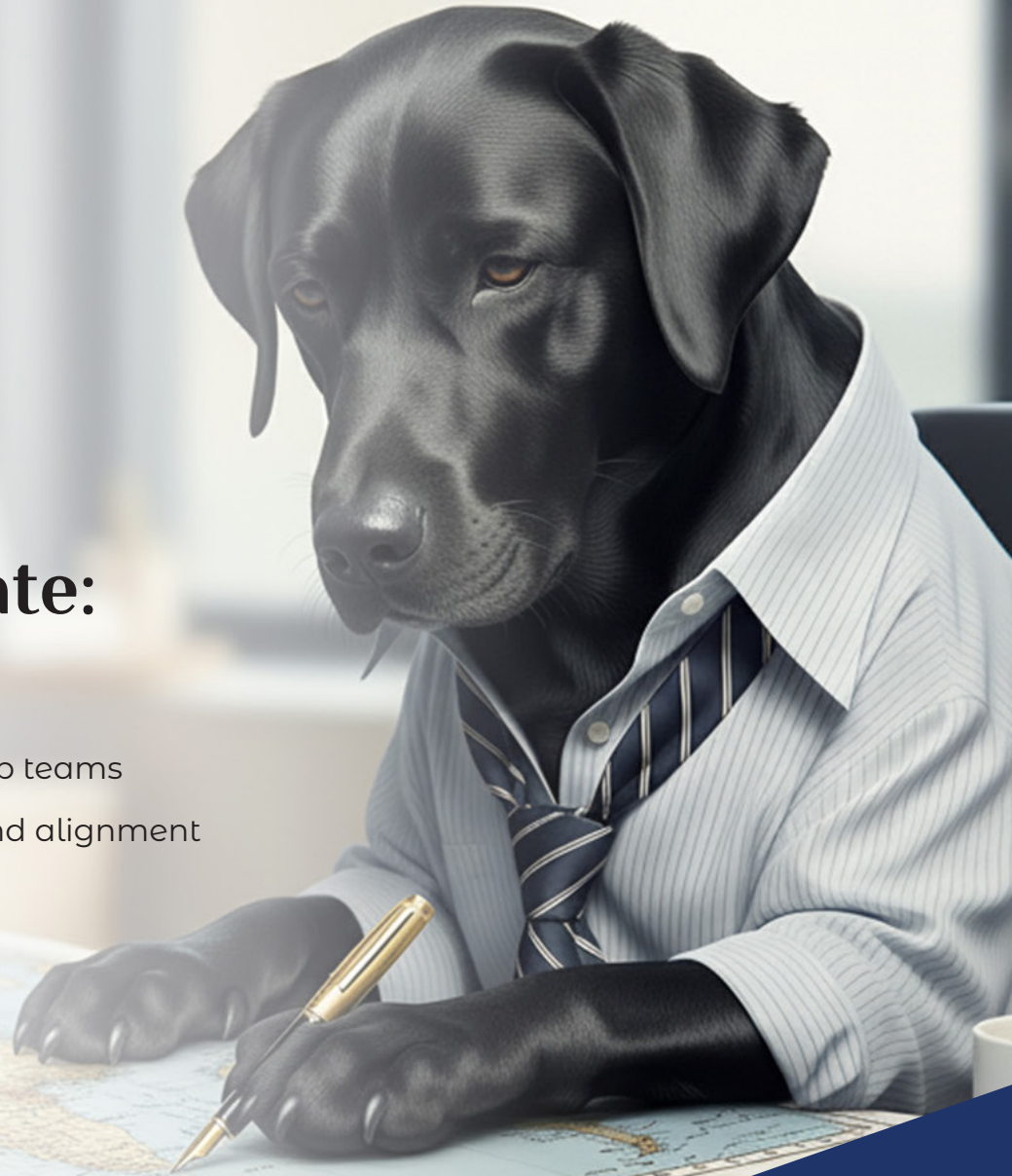


# Project Initiation Template: Market Expansion

This template helps project managers and leadership teams structure new market entry initiatives with clarity and alignment from the start.



## Section 1: Project Overview

- **Project Name:** \_\_\_\_\_
- **Market / Region:** \_\_\_\_\_
- **Project Sponsor:** \_\_\_\_\_
- **Project Manager:** \_\_\_\_\_
- **Start Date / Target Launch:** \_\_\_\_\_

# Section 2: Objectives and Scope

## Business Objectives

- ☐ Enter new market to increase revenue
- ☐ Diversify geographic presence
- ☐ Strengthen brand visibility
- ☐ Other: \_\_\_\_\_

## Scope of Work (Initial definition)

- Products/services included: \_\_\_\_\_
- Initial geographic coverage (city, province, country): \_\_\_\_\_
- In-scope activities (marketing, hiring, compliance, partnerships, etc.): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- Out-of-scope activities: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Section 3: Stakeholders & Governance

- **Executive Sponsor:** \_\_\_\_\_
- **Steering Committee Members:** \_\_\_\_\_  
\_\_\_\_\_
- **Local Market Representatives:** \_\_\_\_\_  
\_\_\_\_\_
- **Partner Organizations:** \_\_\_\_\_  
\_\_\_\_\_

### Governance Approach

- Meeting Cadence: ☐ Weekly ☐ Bi-weekly ☐ Monthly
- Reporting Structure: \_\_\_\_\_

## Section 4: Market Readiness Factors

- ☐ Regulatory requirements identified
- ☐ Legal/tax implications reviewed
- ☐ Competitive landscape mapped
- ☐ Customer personas defined
- ☐ Local partnerships explored
- ☐ Cultural Considerations documented

## Section 5: Risks & Assumptions

### Top 5 Initial Risks

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Key Assumptions

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Section 6: Timeline & Milestones

Milestone	Owner	Target Date	Status
Market Research Complete			
Regulatory Approval			
Local Partner Identified			
Marketing Campaign Launch			
Full Market Entry			

## Section 7: Budget & Resources

- **Estimated Budget \$:** \_\_\_\_\_
- **Funding Source(s):** \_\_\_\_\_  
\_\_\_\_\_
- **Key Resource Needs**
  - Staffing: \_\_\_\_\_
  - Vendors/Consultants: \_\_\_\_\_  
\_\_\_\_\_
  - Technology/Tools: \_\_\_\_\_  
\_\_\_\_\_



## Section 8: Success Metrics

Define how success will be measured in the first 6-12 months:

- **Revenue target:** \_\_\_\_\_
- **Market share goal:** \_\_\_\_\_
- **Customer acquisition:** \_\_\_\_\_
- **Brand awareness:** \_\_\_\_\_
- **Other:** \_\_\_\_\_

### Next Steps:

- Review this template with stakeholders.
- Align on objectives, scope, and resources.
- Secure executive approval to proceed.