

Market Entry Assessment

A go or no-go on one market for your product, or a ranked order across up to five.

EUR 690 · delivered 10 working days

Africa only · every claim carries its source and date

What this is not

It is not a mandate. We do not execute it for you, and it contains no introductions.

It is not an introduction. Nothing here includes a meeting, a warm handover, or anyone from MRX approaching a company on your behalf. That is a mandate, and it is a different product.

Provenance, on every claim

Every claim in the full deliverable is tagged so you know what you are relying on: **[D]** desk, public source named and dated · **[P]** pipeline, our own sourcing, Reoon power-mode verified · **[F]** field, observed by our operators in market · **[E]** estimate, our calculation with the method shown.

About this sample. It shows what the deliverable covers and how we approach it. Every operational figure, rate, name, margin and deadline is withheld, because that is what you are buying.

What we assess

Dimension	Output
Demand evidence	
Route to market options	
Cost to serve, per route	
Compliance load	
Time to first legal shipment	
Competitive reality	
The case against entering	
Verdict	Go / no-go / not yet

Why we write the case against *(reproduced in full)*

You can buy an encouraging market study anywhere, and it will cost you more than this. The expensive outcome is not a market you decided against. It is a market you entered on a document that had no incentive to discourage you.

So every assessment contains the argument against entry, written as strongly as we can make it. If the market is right, the case for survives that treatment and you proceed with more confidence than a one-sided document could ever give you. If it does not survive, you have saved a year and a great deal more than the price of the assessment.

"Not yet" is a real verdict here, and it is the one we return most often. It comes with what would have to change, and roughly when to look again.

Order the Market Entry Assessment — EUR 690, delivered 10 working days.
mrexporttoafrika.com/intelligence · The price is credited in full against a market entry mandate signed within 90 days.

SAMPLE