

# Market Entry Strategy Template

Senatus Group planning worksheet

- Define the target market, customer segment, and route-to-market hypothesis in one sentence.
- List the top three market-entry assumptions that must be true for the plan to work.
- Compare partner-led, direct, and hybrid models against margin, control, and support requirements.
- Map the compliance, logistics, and documentation conditions that could slow launch.
- Set a phased rollout plan with milestones, owners, and a decision point for scaling.

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