

The background of the entire page is a collage. At the top, there's a red diagonal shape. Below it, a close-up of a US \$50 bill is visible, showing the portrait of Ulysses S. Grant and the serial number CC 02803591A. In the middle, there's a white rectangular box containing text. Below the box, another US \$50 bill is shown, featuring the White House and the serial number CC 02803591C3. At the bottom, there are colorful, overlapping curved shapes in shades of blue, purple, and red.

# **U.S. Market Entry Checklist**

**Use this checklist to help you build your company in the U.S. Market. Prof. Ken provides a complete service that will help you prepare a detailed strategy that will help to make your company a success. Visit us at [www.eknlinks.com](http://www.eknlinks.com). expert help.**

**By Prof. Ken Ninomiya**  
for [eknlinks.com](http://eknlinks.com)

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# Factors to Consider



Score each question on the following scale:

Don't Have/Not satisfied	1
It's there/ Only Satisfied	2
Got it covered/Very Satisfied	3

## Score

- \_\_\_\_\_ 1. Everyone knows and understands our company vision of globalization, including me.
- \_\_\_\_\_ 2. Our team has a way to visualize, comprehend and understand this goal.
- \_\_\_\_\_ 3. All our globalization strategy has an actionable plan.
- \_\_\_\_\_ 4. We have a clear identified target customer for the US market.
- \_\_\_\_\_ 5. We have a clear strategy that meets the customers need and adapts to their culture.
- \_\_\_\_\_ 6. Our team knows how the U.S. is different from our culture and what we need to do.
- \_\_\_\_\_ 7. We always try to give the export team what they need to succeed in a new market.
- \_\_\_\_\_ 8. We know why our competitors succeed with our future customers in the US.
- \_\_\_\_\_ 9. We conduct a review to learn and understand what weaknesses are.
- \_\_\_\_\_ 10. We are prepared to change the way we do business to be successful in the U.S.

## \_\_\_\_\_ Your Total Score

### How to rate your score:

**10-15 –Contact us to put some strategies in place before you invest in the U.S. market.**

**16-25 –Now it is time to take the business to the next step. Let us help you get there.**

**26-30 – You are on target and got a got handle on things. Just think what it could be like with another experienced team player. Give us a call to help your company excel even further.**



# Need a U.S. Market Expert?

## ekn links builds U.S. strategy, sales and markets.

### Our Commitment

ekn links was founded with the objective to offer our partners a one-stop center for all of their international business needs from the internationalization of their company to the sales of products and services. Using a set of clear goals and objectives, ekn links has successfully developed businesses with the assistance of top-level executive teams, applying a clear skill set that delivers results.

Our commitment to our clients is to provide them professional services supported by top quality budget conscious marketing, sales and strategy plans for their business.

Let the ekn links team apply our 30+ years of experience and skills in foreign markets to support and service your company. We tailor our services to meet our partner's needs. If your company already exports to international markets or if you are already established in the United States, our team of professionals can assist in your company's sales growth and cost reduction.



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Prof. Ken Ninomiya specializes in developing and executing results-oriented sales, marketing and management programs for global manufacturers. Prof. Ken has 30+ years experience in sales and marketing in consumer products, business services and specialty products. He has held positions with the largest confectionery and food manufacturer in South America, a start up of a fortune 100 company, leadership positions at Bimbo Bakeries, Dole and Revlon, and a partner in a representative agency.

His international experience includes managing growth in 22 countries, and a residency in Shanghai, China where he helped companies understand the U.S. market, receiving an honorary appointment as lead the district of Bei-Zhei Commerce in Shanghai.

Prof. Ken has successfully helped a number of companies launch their products to U.S. market, winning several awards for sales and marketing and bringing more than \$100 million worth of products for distribution into the U.S.

# Consumer Engagement:



ekn links builds business with target consumer engagement through social media, marketing and strategy.

## eknlinks.com

ekn links, an innovative social media, marketing and strategy firm focused on sales growth and consumer engagement. ekn links specializes in opening new markets, finding new business, and building opportunities.

We create customized programs to assist our business partners in the development of their sales and marketing efforts and to help execute their global go-to-market strategy.

ekn links works with your executive team to implement strategic sales, product, and marketing programs. We work to create consumer engagement programs to generate and build new consumers while increasing sales and revenues, creating sound marketing strategies, introducing new product strategies and positioning your company for growth.

**Get a Social Media Management plan for only \$249 Month**

Enter The U.S. Market. Things to Consider.

Written by Prof. Ken Ninomiya

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