

ABSTRACT

In the new era of digitalization and technology, upgrading a business to enter the market of another country is crucial to expand the company in the long run. Expanding abroad gives access to new customers in a market where competitors do not operate. The worldwide trail camera market is predicted to reach €136,90 million by 2025. This shows how the trail camera market is growing further in the world. As an emerging trail camera business, WildCameraXL provides high-quality trail cameras. With the company's potential, setting its entry to a new country such as Germany or France is a great option to grow. Recognizing the market in both countries can give advantages for WildCameraXL to have a proper entry strategy.

This report analyzes German and French trail camera market size, market segment, market size, and market growth. These analyses are essential for the success of the WildCameraXL entry strategy. This report also analyzes the cultural differences that significantly influence marketing strategies, such as people's thoughts, behaviours, and communication. This report also studies the customer from both countries, and the customer analysis mainly uses surveys. An internal investigation is also essential for this report to know the company's internal situation; the internal data is gathered through interviews with the founder. This report also analyzes several competitors engaged in the trail camera market, which can be considered solid competitors for the company. In competitor analysis, benchmark analysis is crucial to determine the competitors' competitive advantage.

Furthermore, this report also contains the proper channels to reach customers in both countries. At the end of this report, it can be concluded that Germany is the best potential country for the company looking at the market size and the characteristic of German customers. The export plan will consist of a list of activities that need to be done by the company, such as creating a marketing campaign, re-designing the webshop, and finding a potential partner in Germany.

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