

ABSTRACT

This study aims to analyze the most viable and appropriate market entry strategy for MileApp to enter the field operations management software market in the Netherlands. The study employs a mixed-methods approach, utilizing secondary data from academic literature, industry reports, government data, and company sources, alongside primary data collected via questionnaires from 30 decision-makers in the Dutch logistics, distribution, FMCG, pharmaceutical, and field service sectors. Analysis was conducted using the TAM-SAM-SOM, PESTEL, Porter's Five Forces, CAGE, and STP frameworks, as well as market entry strategy analysis. The findings indicate that the Dutch market offers attractive potential due to high levels of corporate digitalization, growth in logistics and field operations activities, and demand for efficient, integrated software solutions. However, intense competition, the necessity of complying with GDPR and European regulations, and concerns regarding local support and implementation pose significant challenges. The results highlight that ease of use, configurability without extensive IT support, performance, security, and competitive pricing are crucial factors for MileApp's adoption. Therefore, the most viable and appropriate strategy combines key partnerships with local implementation partners and a selective "follow-the-customer" approach, executed through a pilot project-based go-to-market strategy. This strategy is expected to mitigate market entry risks, build customer trust, secure European references, and facilitate MileApp's gradual expansion within the Netherlands and other European markets.

Keywords: Market Entry Strategy; MileApp; Dutch Market; SaaS; Field Operations Management; Go-to-Market Strategy; B2B Marketing.