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Compare your shortlisted markets

Compare country–segment opportunities and make uncertainty visible.

Compare two or three defined opportunities with sales, finance and delivery. Specify the buyer, problem, offer and route. A country score alone is too broad. This worksheet prioritizes research; it does not predict market success.

How to use this worksheet

1. Define each country–segment opportunity and essential feasibility gates.

2. Score from 1 to 5 using agreed anchors: 1 = poor fit, 3 = adequate, 5 = strong fit. Mark missing evidence unknown.

3. Use the illustrative weights below or agree your own before scoring. Record source/date and confidence for every score.

4. Calculate the weighted sum; test whether plausible changes in uncertain scores reverse the order.

Worked illustration

Illustrative comparison: option A scores 4.0/5 with low confidence on buyer access; B scores 3.6/5 with stronger access evidence. Investigate A's uncertain access before committing. These are fictional scores, not country rankings.

Illustrative weights: demand 25%; ability to win 20%; access 15%; delivery/economics 20%; entry feasibility 10%; team readiness 10%. Multiply scores by weights as decimals. Weights total 100%. A critical feasibility failure overrides the total.

Your working record

Option A / country / segment / offer / proposed route

Option B / country / segment / offer / proposed route

Demand and ability to win: score, evidence, confidence

Buyer access and delivery economics: score, evidence, confidence

Entry feasibility and team readiness: score, evidence, confidence

Weighted totals and sensitivity check / unresolved scores

Essential gates: legal delivery / customer requirements / cash / service coverage

Highest-impact unknown / next research / owner / review date