



HARRIS ASSOCIATES

Experienced and Specialised Support now Available for UK Companies Contemplating a US Market Entry

Harris Associates, the consultancy which launched Europe's first structured Continuous Improvement strategies for groups of SMEs in 1992, has been selected as the UK partner within H•P•N Associates of California, who specialise in helping European companies launch their business or products into the USA.

Reinforcing the Harris Associates' range of business excellence and performance improvement initiatives, the H•P•N Associates "Coming to America" process is a special program designed to facilitate likely high-tech European firms in more quickly and effectively assessing their potential in the North American marketplace and improving their likelihood of success if they launch an entry.

Bill Harris reports that the highly interactive "virtual executive" approach succeeds by utilising the skills of a few carefully chosen highly qualified and experienced business-people - both "US experienced Europeans" and "European experienced Americans". The programme has been proven in facilitating the US entry of companies from Scandinavia - where it has succeeded in halving the normal time and cost to US market entry, whilst dramatically improving the potential for success. Bill Harris is now providing the UK link and access to this highly experienced support resource, for any UK company contemplating a business entry into the USA.

Briefly, the "Coming to America" program takes the client company progressively through the following planning, market research, mentoring and preparation steps:

- formulation of an initial USA entry strategy
- assessment of the opportunity for the product or service
 - review of the market
 - review of the competition
- assessment of the risks
- facilitation of the client's decision on form of entry
- facilitation of the planning and networking for US market entry
 - via representation
 - via US partners
 - via own US operation
 - finding the finance, people, facilities
- immersion of the key client management in their US marketplace
- facilitation of the launch of the business in the US
- mentoring the US management development.

This US market entry support initiative will be very relevant to high growth, high tech UK companies - particularly the smaller enterprises who are uncertain how to approach the development of their business into the huge but different US market.

For further information, **please contact Bill Harris, of HARRIS ASSOCIATES,**
www.harris-associates-uk.com email: info@harris-associates-uk.com tel/fax: +44 (0) 1983 521345