- How important is this sector to the local economy? What is its contribution to gross national product (GDP), number of employees, etc.
- How productive is the local industry? How profitable is it? What are typical investment rates? How much is exported? Do local companies hold any patents or other forms of intellectual property?
- How important are local operations in the target market for companies with global operations?
- What is the supporting infrastructure in the target market in terms of educational facilities, research centres, telecommunications, transportation, inter-industry linkages and partnerships, and other support networks?

Marketing and Distribution Infrastructure

- How is product delivered in this market? What channels are available?
- Who are key channel participants? Do they have pre-existing contracts or arrangements with competitors? Are there barriers to entry?
- Are there other companies which serve this market? Are there new channels developing?
- What are normal credit terms, commissions and rates of compensation?
- How is service provided to the customer? How is it delivered? Is the market receptive to new ways of doing things?

Strategic Benefits

- How important is the target market as a stepping stone to other markets in the region? What is the market's reputation in the region?
- Which country or region is essential for building or consolidating the company's market position?
- Where can the company make the best return in the short-term and the long-term?
- Where will the company have the most impact vis-à-vis its competition? Will setting up operations in a particular market with strong allies deter competitors from entering the same market?
- Where will the company have access to research institutions, universities etc.? Can it access complementary research and development (R&D) and technical know-how?
- How important and how accessible is information in the market? What kind of information resources are available? Are they national or regional? Can you access strong qualitative and quantitative data about the competition, customers and markets?