

## Routes to Market

It might not always be obvious what the best method is to get your product to market, or how to prioritise which markets to go after. Should you opt for licensing or direct sell, establish a channel programme or go online. Our end to end experience means Rowan can help you identify and negotiate the best way to get your product to market.

- Market entry strategy
- Test selling
- Implementation
- Channel & reseller identification & negotiation
- Opportunity portfolio management