

Business Expansion Timeline & Milestone Roadmap

2024–2026 Expansion Plan

Q1

Market Research & Feasibility

Jan – Mar 2024

Conduct market analysis, identify target regions, assess competitors, and develop feasibility studies.

Q2

Business Model Validation

Apr – Jun 2024

Pilot sales initiatives in selected regions, gather feedback, and validate product-market fit.

Q3

Operational Setup

Jul – Sep 2024

Establish new legal entities, hire local teams, secure office space, and set up supply chain logistics.

Q4

Marketing Rollout

Oct – Dec 2024

Launch region-specific marketing campaigns and begin ongoing customer acquisition.

2025

Scaling Operations

Jan – Dec 2025

Expand team, optimize operations, strengthen distribution, and onboard key local partners.

2026

Review & Optimization

Jan – Jun 2026

Assess performance against KPIs, gather learnings, adjust strategies, and plan for future phases of expansion.

Important Notes

- Timelines are indicative and should remain flexible to accommodate market changes.
- Each milestone requires clear ownership and defined deliverables.
- Risk assessment and mitigation planning should be integrated into every phase.
- Regular reviews are essential to track progress and realign goals as necessary.
- Clear communication across teams ensures alignment and accountability.