WADHWANI FOUNDATION

PLAYBOOK

Domestic Market Expansion



A practical guide to choosing where growth will come from, which market and segment to enter and refuse, what to charge, how buyers will find and trust you, and who carries the risk. Developed from the Wadhwani Foundation session led by Amit Banerjee.

THE WHERE-TO-GO GAP

Of the 15 growth plans reviewed, 11 chose growth inside India and 4 chose an export market. Every plan said where to go, yet none wrote how a new buyer would actually find the business. Growth means selling to customers who are bigger than you, further away and already buying from someone else.

Source: Participant growth plans reviewed in the session by Amit Banerjee

OBJECTIVE OF THIS SESSION

This Playbook helps you turn a growth idea into a go-to-market plan, whether you grow inside India or abroad. You will choose a growth route, score and refuse markets, define a segment, work out who decides and what to charge, plan how buyers find and trust you, and decide who carries the risk. The linked resources put it on one page and a 90-day plan.

WHAT THIS PLAYBOOK COVERS

For your business

- Split growth across three routes: deeper, wider and different
- Score markets and refuse the ones you will not enter
- Find out who decides and price on the value you give
- Plan how buyers find you and why they would trust you
- Cover cost and risk, then fit the pieces on one page

Explore the full session, business challenges, readiness situations, tools and takeaways:

Watch the Complete Session	Business Challenges & Expert Guidance	Case Studies Covered	Market Expansion Readiness & Action Guide	Tool_Market Expansion Workbook	Final SMB Takeaways
Click to see	Click to access	Click to access	Click to access	Click to access	Click to access

Source: Wadhwani Foundation Domestic Market Expansion, conducted by Amit Banerjee.