

South Africa Market-Entry Readiness Checklist

A practical pre-launch review for international cultivation, technical and regulated-market brands.

MARKET

PARTNER

PROOF

ACTIVATION

HOW TO USE THIS PLAYBOOK

Readiness is a connected system.

A distributor, a product catalogue and a launch date do not yet make a market-entry system. Use this checklist before committing stock, campaign spend or reputation to a new route.

01**MARKET**

Separate the channels and define the first buyer.

02**PARTNER**

Test capability, incentive and reporting.

03**OFFER**

Translate the product into a local problem.

04**PROOF**

Design evidence for a real decision.

05**ACTIVATION**

Connect education, creators, events and sales.

06**LEARNING**

Turn field signal into the next move.

Three rules

- 01** Keep regulated cultivation, medical access, private/social models, specialist retail, hemp and consumer formats separate until the evidence supports a shared route.
- 02** Treat market and regulatory information as dated. This playbook is commercial strategy, not legal advice.
- 03** Do not turn a field observation, creator post or single trial into a universal performance claim.

READINESS 01-02

Market and partner

The first test is not whether the market looks exciting. It is whether the route is specific enough to operate.

01 / MARKET

- [] We have named the first customer segment and the problem it will pay to solve.

- [] We can explain which channel is in scope - and which channels are not.

- [] Our market size view is supported by account-level demand, not headline estimates alone.

- [] We have mapped who influences trust: facilities, retailers, advisers, creators, events and communities.

- [] Every date-sensitive legal or regulatory assumption has an owner and a review date.

02 / PARTNER

- [] The partner can show import, stock, sales, technical-support and reporting capability.

- [] Roles, territory, exclusivity, targets, stock risk and exit conditions are explicit.

- [] The economics work across landed cost, margin, retail price, support cost and reorder timing.

- [] The partner has access to the selected first customers - not only a broad contact list.

- [] There is a shared weekly or monthly operating rhythm for pipeline, stock and market learning.

GATE 01

Do not commit a broad portfolio or public launch until the first buyer, route, partner role and economic assumptions are visible.

READINESS 03-04

Offer and proof

Technical value becomes commercially useful when it is local, understandable and supported by evidence that stays inside its method.

03 / OFFER

- [] The launch portfolio is deliberately smaller than the global catalogue.
- [] Each priority product is tied to a recognisable local use case and buyer.
- [] Labels, guidance, pack sizes, language, support and availability fit the intended channel.
- [] The value case is expressed in operating or commercial terms - not features alone.
- [] Sales and technical teams use the same claim boundaries and escalation path.

04 / PROOF

- [] The proof question is linked to a decision the buyer or partner can actually make.
- [] A starting baseline, method, owner, observation points and stop conditions are documented.
- [] Result, interpretation and marketing claim are kept as separate statements.
- [] Limitations and deviations stay attached to the result.
- [] Publication permission covers the name, image, quotation, result and intended channel of use.

GATE 02

Do not turn a global claim into local campaign language until the use case, support requirement, proof method and permission boundary are clear.

READINESS 05-06

Activation and learning

The launch works when attention, trust, availability, follow-through and learning reinforce one another.

05 / ACTIVATION

- [] Education, field visits, launches, events, social content and account follow-up serve one market objective.
- [] Creators and community partners are selected for relevance, trust and market fit - not reach alone.
- [] Paid, gifted or affiliate relationships have clear disclosure, claim and usage-rights rules.
- [] Stock and support are available when attention converts into demand.
- [] Every public call to action leads to a defined owner and response standard.

06 / LEARNING

- [] Pipeline captures source, market, stage, timing, decision owner and next action.
- [] Partner, retailer, grower and creator feedback is logged as evidence or hypothesis - not memory.
- [] Sell-through and reorder signals are separated from shipment into channel.
- [] The team has agreed the evidence gates for expanding portfolio, geography or spend.
- [] The next 30-day decision is visible at every review.

GATE 03

**Do not scale attention faster than the partner can convert, support and learn from it.
Demand without operating capacity becomes reputation risk.**

90-DAY START

Turn readiness into a sequence.

Use the checklist to find the weakest dependency. Then build a small operating cycle before expanding the market promise.

DAYS 01-30	MAP	Segment channels, test assumptions, review the partner, define the first buyer and audit launch readiness.
DAYS 31-60	PROVE	Localise the priority offer, build guidance, recruit proof partners and agree the trial and claim boundary.
DAYS 61-90	ACTIVATE	Enable the partner, connect content and relationships to accounts, measure response and choose the next evidence gate.

Project brief

COMPANY / BRAND	
CURRENT MARKET	
TARGET MARKET / CHANNEL	
CURRENT STAGE	
PRIMARY CONSTRAINT	
DESIRED 90-DAY OUTCOME	
DECISION DATE / TIMING	

READY TO DISCUSS THE MARKET?

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This playbook is strategic information, not legal, medical, investment or crop-performance advice. Verify date-sensitive requirements with qualified local advisers.