

# Good Guides.

## 5 TIPS

when expanding into the UK market

### CONTROL COSTS

Expanding your business to a new market is an exciting time, but control the early costs where you can, especially with things like office spaces.

### ACT QUICK

Don't rush, but be prepared to move quickly. Prime retail space and possible hires can be in hot demand, so you might not have long to make a decision.

### GET IT RIGHT

The UK is different, so never assume what works abroad will work in England. Mistakes can be costly to fix, so take specialist advice and get it right from the start.

### NETWORK

Speak to people in your network who have done it before, they may be able to offer you invaluable advice, but still

### NEVER ASSUME

The UK is one of the most competitive markets in the world. Just because your business is unique in your home country, it might not be in the UK, so get specialist research.