

### **Main Barriers**

Another function of the marketing analysis is to discuss the main barriers to market penetration. This helps the decision maker decide how much effort to put into marketing. It also shows how difficult it is for new players to enter the game

Analyze the main barriers to market penetration and explain how they affect your business. The main barriers to market entry are: finance, specialization, and laws and regulations.

#### **Finance**

Often a retail store or chain must invest a great deal of money in sales and marketing to successfully penetrate the market. For many small businesses and even some chains, money is the major barrier that they must overcome for market entry.

#### **Specialization**

Specialization is another barrier to market entry in the service business. A service that wants to provide certain expertise such as antique restoration may not be able to find experienced personnel with the proper specialization.

#### **Laws and Regulations**

Laws and regulations that govern the establishment and operation of a service business are also a barrier. These cover matters such as licensing, safety, employment and taxes, etc. Also, the approval process to build a new facility is long and expensive. The legal barriers may include building codes and zoning laws as well as other restrictions.