

OMA NEXUS â Market Entry Readiness Brief (Illustrative)

Version: July 2026

Purpose

Structured market-entry hypothesis based on submitted company profile, category, and target market.

Positioning and readiness support only â not legal advice or guaranteed market-entry outcome.

Operating gates

Product-market fit evidence before outreach expansion

Compliance path defined for destination market

Buyer segment logic with proof requirements

RFQ and documentation readiness

Commercial assumptions documented with owners

Who it is for

Industrial buyers, sourcing teams, and export-ready manufacturers preparing a reviewed OMA NEXUS workflow.

Required inputs

Company and category context; target market; technical or product scope; available evidence; commercial assumptions; requested decision date.

Sample table

Item | Evidence | Score | Risk | Owner | Next action

Example requirement | Document pending | 2 / 5 | Medium | Project owner | Confirm evidence

Scoring criteria / checklist

5 = complete and supported; 3 = usable with gaps; 1 = missing or unsupported. Review category fit, documentation, commercial clarity, timing, and market readiness.

Risk flags

Unsupported claims; unclear certification scope; missing technical inputs; unrealistic MOQ or lead time; undefined import, payment, or compliance responsibility.

Next action

Assign owners to gaps, confirm evidence, and request the appropriate OMA NEXUS review before supplier outreach or commercial commitment.

Illustrative sample template only. Not verified supplier claims. Not legal advice. No performance guarantee. OMA NEXUS review support â not third-party certification or guaranteed outcomes.