

I'M A U.S. COMPANY SEEKING TO ENTER THE TEXAS MARKET

Texas is a major market in the U.S. It's home to 4 major cities and 54 Fortune 500 companies. U.S. companies consider Texas ideal for their business because of the low cost of living, low taxes, logistical infrastructure and many other strategic reasons.

1. DEMAND

Demand for your product or services in Texas? Are your competitive differentiators sufficient for market entry worth your time, effort, and resources? Learn how much competition is in the market.

2. QUALIFY FOR INCENTIVES

Qualify for incentives federal, state, or local economic development incentives to do business in Texas? Special programs are in place to attract businesses to relocate to Texas. For example there may be tax credits, grants or services available to lower your cost for expansion or relocation to Texas.

3. RULES AND REGULATIONS

Rules and regulations vary from state to state. Understanding the local rules and regulations is important to successfully navigate doing business in Texas.

4. LOCAL CONTENT

Local content is the requirement to employ local residents or subcontractors in the market. Determine if the local workforce is what you need for your company to succeed in Texas. Evaluate the local contractors to determine if there's sufficient talent available to properly service the client.

5. CULTURE AND CUSTOMS

Culture and customs can impact business development efforts. Like many other states, Texans operate differently. Texas is often referred to being a country of its own based on its pride and history of independence. There are often preferences to utilize local companies for products and services. Learn how to overcome the local bias and integrate into the community to best position your company in the Texas market.

For more guidance on entering the Texas market to increase your revenues contact us.

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