



Sweden Entry – Market Entry Partnership Proposal

This document outlines Sweden Entry's partnership-based model for supporting international companies establishing operations in Sweden over a structured two-year period. All prices are shown without VAT.

Prices

Phase 1: Kick-off & Market Entry Plan (Month 1)

Scope: Market analysis, competitor review, entry planning

Service	Scope	Hours	Rate (SEK)	Total (SEK)
Initial Analysis & Strategy	Market analysis, competitor mapping, roadmap creation	20	1,500	30,000

Phase 2: Establish & Localize (Month 2–12)

Service	Hours/month	Rate (SEK)	Monthly Fee (SEK)
Project management & coordination	10	1,500	15,000

Phase 3: Optimize & Expand (Year 2)

Service	Hours/month	Rate (SEK)	Monthly Fee (SEK)
Strategic support & scaling	5	1,500	7,500



Other Terms

- Travel, accommodation and other direct expenses related to on-site meetings or coordination will be invoiced separately at cost, upon client approval.
- Additional hours beyond included monthly scope are billed at 1,500 SEK/hour.
- All prices exclude VAT.

Summary of Fees

Phase	Duration	Fee (SEK)
Kick-off & Analysis	Month 1	30,000 (one-time)
Year 1 (Establish)	Month 2–12	15,000/month
Year 2 (Optimize)	Month 13–24	7,500/month



Example of a detailed 24-month roadmap

Absolutely! Here's a **detailed 24-month roadmap** for supporting a company's establishment and growth in Sweden. It's designed to reflect Sweden Entry's role as an embedded partner—guiding strategic decisions, coordinating service providers, and supporting scaling efforts across all functions.

24-Month Market Entry Roadmap

Your right-hand partner in Sweden

24-Month Market Entry Timeline



● Phase 1: Kick-off & Foundation (Month 1–3)

Goal: Set up the legal, strategic, and operational foundation.

Month	Milestones	Sweden Entry's Role
M1	• Market & competitor analysis • Entry strategy & location plan	Lead market study, deliver a 24-month action plan
M1	• Company registration & F-tax, VAT	Coordinate legal services & communicate with Bolagsverket & Skatteverket
M2	• Identify office needs • Source local suppliers (IT, bank, accounting)	Match with verified partners
M2	• Initial brand localization (website, messaging)	Oversee translation, ensure local market fit
M3	• Hire first employee or prepare for recruitment	Advise on contracts, help find local recruiter
M3	• Start bookkeeping, tax registration completed	Coordinate accounting setup

● Phase 2: Local Integration & Operations (Month 4–12)

Goal: Run operations smoothly, build team, secure first clients or partners.

Month	Milestones	Sweden Entry's Role
M4–6	• Ongoing support for finance & admin setup • Office lease (if needed)	Manage providers, handle issues
M5–7	• Local marketing channels activated • SEO/social ads launch	Manage agency or guide in-house setup
M6–9	• Full payroll process in place • Tax and VAT reporting on schedule	Monitor compliance
M7–10	• First Swedish customers or partners onboarded	Facilitate intros via local



Month	Milestones	Sweden Entry's Role
		network
M10–12	<ul style="list-style-type: none">• Team expansion plan• Evaluate and adjust budget, roadmap	Organize strategy check-in and adapt course

● Phase 3: Growth & Optimization (Year 2, Month 13–24)

Goal: Optimize internal processes, scale operations, deepen local market presence.

Month	Milestones	Sweden Entry's Role
M13–15	<ul style="list-style-type: none">• Second-stage hires• Team structure optimized	Assist with recruiting & HR guidance
M14–17	<ul style="list-style-type: none">• Swedish board member or advisor onboarded (if needed)	Source from our network
M16–18	<ul style="list-style-type: none">• Expand into new region or segment	Market intelligence & strategic support
M18–21	<ul style="list-style-type: none">• Evaluate sales channels• Potential distributor/reseller partnership	Outreach & vetting
M21–24	<ul style="list-style-type: none">• Review Year 2 progress• Define long-term strategy or exit options	Deliver final strategy report & recommendations

📌 Ongoing Throughout All Phases:

Function	What Sweden Entry Does
Project Management	Drive progress, track tasks, coordinate partners
Partner Matchmaking	Introduce and manage collaboration with vetted local experts
Cultural Navigation	Advise on Swedish business norms, communication and expectations



Function	What Sweden Entry Does
Issue Resolution	Act as escalation point when problems arise with authorities or providers
Reporting	Monthly summary of activities, deliverables, and priorities
