

Taxonomy of institutional infrastructure	Function	Most critical market institutions for business model in home market		
		Capital market	Product market	Talent market
Credibility enhancers	Third-party certification of claims by suppliers or customers			
Information analyzers and advisers	Collect and analyze information on producers and consumers in a given market			
Aggregators and distributors	Provide low-cost matching and other value-added services for suppliers and customers through expertise and economies of scale			
Transaction facilitators	Provide a platform for exchange of information, goods, and services and provide support functions for consummating transactions			
Regulators and other public institutions	Create and enforce the appropriate regulatory and policy framework			
Adjudicators	Resolve disputes regarding law and private contracts			

## 2. Emerging market assessment

### A. Defining the opportunity

What is the opportunity for us in this emerging market?

### B. Market segmentation

What are the segments within this market opportunity?

What segments do we plan to target?

### C. Spotting institutional voids

Using the "spotting institutional voids" toolkit, what are the institutional voids in this emerging market (and within these segments)?

Which institutional infrastructure that we identified as critical in our home market is missing in this emerging market?

How might this emerging market's institutional voids affect our ability to access our target market segments?

## 3. Responding to the institutional context

Using the following framework, how should we respond to the institutional voids we have identified in this emerging market?

Strategic choice	Options for multinationals from developed markets
Replicate or adapt?	<ul style="list-style-type: none"> <li>Replicate business model, exploiting relative advantage of global brand, credibility, know-how, talent, finance, and other factor inputs.</li> <li>Adapt business models, products, or organizations to institutional voids.</li> </ul>
Compete alone or collaborate?	<ul style="list-style-type: none"> <li>Compete alone.</li> <li>Acquire capabilities to navigate institutional voids through local partnerships or JVs.</li> </ul>
Accept or attempt to change market context?	<ul style="list-style-type: none"> <li>Take market context as given.</li> <li>Fill institutional voids in service of own business.</li> </ul>
Enter, wait, or exit?	<ul style="list-style-type: none"> <li>Enter or stay in market in spite of institutional voids.</li> <li>Emphasize opportunities elsewhere.</li> </ul>