

An effective approach to preparing for international business development

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THE INTERNATIONAL SCENARIO – BIG, EXCITING, CHALLENGING !

- Globalisation, risks, challenges.
- Barriers, Obstacles
- Successful exporters

BUSINESS GROWTH ANALYSIS

- SWOT analysis – state of existing business
- Sales growth strategies

CHOOSING INTERNATIONAL MARKETS

- Shortlisting potential markets
- Selecting target markets
- Alternative entry strategies – partners, alliances
- Risk assessment / Exit strategy

INTERNATIONAL BUSINESS PLANNING

SITUATION ANALYSIS

- *swot analysis – industry / company*
- *pestle analysis*
- *market demand – data, scenarios*
- *competitive gap analysis*
- *business model – first iteration*

PRODUCT MARKETING

- product offering / usp / branding
- product adaptation
- product positioning (value curve)
- target markets segmentation

MARKET ENTRY ALTERNATIVES

- cost & margin implications (duties, logistics)
- risks

MARKETING MIX

- distribution channels
- pricing strategy by channel
- communication & promotion plans



BUDGETING

- *sales forecasting / breakdowns*
- *investments + operating costs*
- *p&l / breakeven*
- *exit strategy*

ACTION PLAN

- specific actions with timing

FROM LOCAL TO FOREIGN MARKET – ASSESS THE GAP !

- Readiness for export
- Have the right questions been asked ?
- The GAP between the local and foreign business

ACTION PLANS / EXECUTION

- Once the Market study and a Draft plan are complete what are the next steps ?
- Feasibility test – pre-analysis, test marketing, managing risk
- Timing expectations

CONTINUITY & BUSINESS MANAGEMENT

- How to maintain and develop my market position
- Customer Journey Map
- Client Service / Sales reports / KPIs
- Client relationship – partnerships, agreements, visits, info, CRM

BUSINESS PRESENTATIONS

- Make a presentation of my business in english

PARTICIPATION EXERCISES

CASE STUDIES