



INTRODUCTION



At EWExport we always believed in sharing knowledge and from the very start we realized the real impact **REAL** experience can have in the knowledge and individual progression. So based on our **REAL GLOBAL** business experience we bring to you a list of topics in International Business that can be used to enhance your individual knowledge, enhance your academic degrees both an undergraduate and postgraduate levels and enhance your staff skills.

TOPICS

International Business Overview: The complexity of international business, policies and cultural influence

Definition of international business: It is not just selling abroad!

International business development (long term) vs. Sporadic sales abroad: What is the difference? Which one are you doing? How do you measure it?

What does International Business imply: PPPR? - Aimed at SMEs or individuals that wish to understand the main variables of the product and what role these variables play in international business. Also adequate for students.

- **Product:** Not all products are the same. Not all strategies can be the same.
- **Price:** A variable that is more complex than initially expected.
- **Promotion:** A Key tool to acquire and maintain customer loyalty. How to do it?
- **Resources:** You must be prepared to meet the challenge of international markets. What do you have? What do you not have? What do you need to improve?

Cost, price, value: Differences - it is not the same.



Decision Steps “go/no-go” in International Business - It is aimed at those that are taking decisions regarding the entry in new markets as well as to those who benefit from understanding when a market is or not attractive. It considers the current position of the SME and the markets' landscape and the analysis required to decide. This analysis is both external and internal.

Market Evaluation. How to evaluate international markets? This topic is adequate both for SME audiences or individuals that seek to acquire skills in evaluating the real details that make the difference while analyzing markets. It is based on real business cases and considers details that usually are neglected.

Sales volume potential: This is what every “C” level executive wants to know. But it is always an estimation - never a 100% variance free figure as so many details are in place to influence this and several are not under your control. How to deal with this?

Credit /payment risk: Credit is issued when the customer shows reliability and ideally growth - payment risk is what you should avoid. How to build up the business and the relationship to go from RISK to CREDIT/ TRUST?

Product offering: What is your VALUE PROPOSITION? Do you sell costs or benefits?

Competitor analysis: They are in the market and not happy to see you. What do you know about them? How to evaluate them?



Potential new niche markets: Niche markets can be very profitable and make you a real reference. Can you create or enter these?

Degree of market development (saturated /mature/emerging): This is crucial. It will determine what strategy to implement, monitoring process, NDP among others.

PEST analysis: It may seem too much theory but apply it properly and you have a very detailed MACRO ENVIRONMENT understanding.

Market Entry Strategy Part I - This topic is designed to give an understanding to SMEs and individuals involved in international business a knowledge base of the various forms of entering a new market, the differences and advantages/drawbacks of each one:

- Mergers
- Acquisitions
- Joint ventures
- Licensing
- Franchising

Market Entry Strategy Part II - Following the previous topic this part aims at providing the SMEs or individuals the decision and analysis tools to achieve market entry in the most efficient and safest way:

- By acquisition?
- By a market partner?
- By direct presence?
- By joint venture?
- A possible combination?



Differences between a distributor and an agent: They are not the same:

- The risks are not the same
- The payment terms are not the same
- Responsibility is not the same
- Market action is not the same
- Your image can suffer in the market!

Aspects to consider while appointing and latter while managing distributor - Note: A distributor is always the first step or the most common step a SME makes to enter a new market. However not all works always as smooth as we would like. This is aimed at individuals with responsibilities and selecting distributors and students in international business degrees/ courses: The bellow are used to evaluate possible distributors:

- Territorial analysis
- Facilities and equipment
- Sales force and technical service
- Product portfolio
- HR Policies
- Market intelligence and promotion effort
- Customer base



How to introduce your products in a distributor that already has competitors' products? This is a follow up of the above and focus on the value proposition supported by the organization's competences. It is a common scenario in some markets.

B2B SOCIAL MEDIA: For some just a new concept. In reality a new, cost and time effective tool to do business, promote your company, brand, yourself and gain interest. However:

- Which channels to use?
- Why?
- How to measure results?
- Investment required?
- Actions needed?
- ROI?
- Where to start?



Competitor Analysis and Competitive Intelligence: This is aimed at SMEs and individuals that need to understand how to acquire knowledge on the competitor landscape and how to apply that knowledge in market strategies and development.

Ways of adding value to your product and gain competitive advantage: This part focuses on the real product aspects that the markets will consider. Those with product development responsibility as well as those involved in international sales will find this topic most useful. Examples can include:



- Carbon footprint/ Carbon neutral
- Product features
- Money back warranty
- After sales and maintenance
- Free upgrades for a period of time
- Others

International Business Plan - Entering a market requires a structured approach with different considerations such as:

- Market entry costs
- Market entry barriers
- NPD or product adaptation costs
- Promotion costs
- Market price
- Market discounts
- ROI time frame
- Targeting customers
- Attracting customers
- Others



It is aimed at individuals that need to produce and implement an international business plan for medium to long term objectives. It also gives students the real practical approach to developing a business plan during their courses but also when they start working in international business.



International Pricing: It is not INTER-COMPANY transfer pricing which is the invoicing of good from one company to another company within the same group.

International pricing is not this in essence. There is no market which is not price sensitive. Pricing varies a lot internationally. This aims at making awareness off how international pricing is composed in reality.

Culture in International Business: So often it is a disregarded aspect and nevertheless a key one for success. Culture is a key success factor in international business. This seminar aims at providing basic principles so that culture is not a obstacle and sometimes an embarrassment. This topic both individual and organizations active overseas or giving the first steps towards it.



Sales Force in International Business: An international sales force is quite different from a national sales team: from the reporting structure to the benefits and rewards as well as communications and requirements. This topic aims to make clear, based on global team management how and what you should do and also avoid to:

- Motivate your international sales force
 - To retain your international sales talent
 - To improve performance (KAIZEN applied to sales force)
 - To acquire new talent
 - To make and run an effective team
- Home based?
 - Office based?
 - Benefits? Incentives?
 - Other?

Exhibition and its Role in International Business: An international show is an action to be planned carefully and with time. It passes on just two main images:

- How interesting are you? (even if you are new to the market)
- How serious are you?

Preparing an exhibition requires planning and preparation:

- What space and where to be located?
- Preparing for the show
- What show? Why? Materials for the show
- Briefing/ training the staff attending the show
- Debriefing the staff
- Data gathering
- Communication with the customer
- Follow up
- Setting up meetings (in the stand or in a designated area)
- Advertising
- Communication for the show
- Others.



This is open to SMEs and individuals involved in international shows. It aims at providing the real aspects that make the difference during an international show and how to get ready and avoid mistakes.



INCOTERMS: Many times taken wrongly as payment details they simply are terms of RESPONSIBILITY: Where it starts and where it ends. Each one of the incoterms represent a cost but they are not a cost figure alone.

Basic to any international sales quotation they are meant to determine where the buyer's and seller's responsibilities start and finish. It has implications on final pricing.

It is important to say that it can be used as an advantage in the sales process depending on your core capabilities.

Module Enhancement: We are proud to be part on the enhancement of modules linked with International Business in some Business Schools. We strive to make available in these modules at undergraduate and postgraduate business, the practicality of the real business world completing the theory that serves as foundation.

We aim at helping, supporting and sharing knowledge and with our global experience in various industries and with different products we would be proud to be able to support you.

We look forward to meet you in one of our training sessions or webinars or to give it in your premises.

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