On EXPORTING

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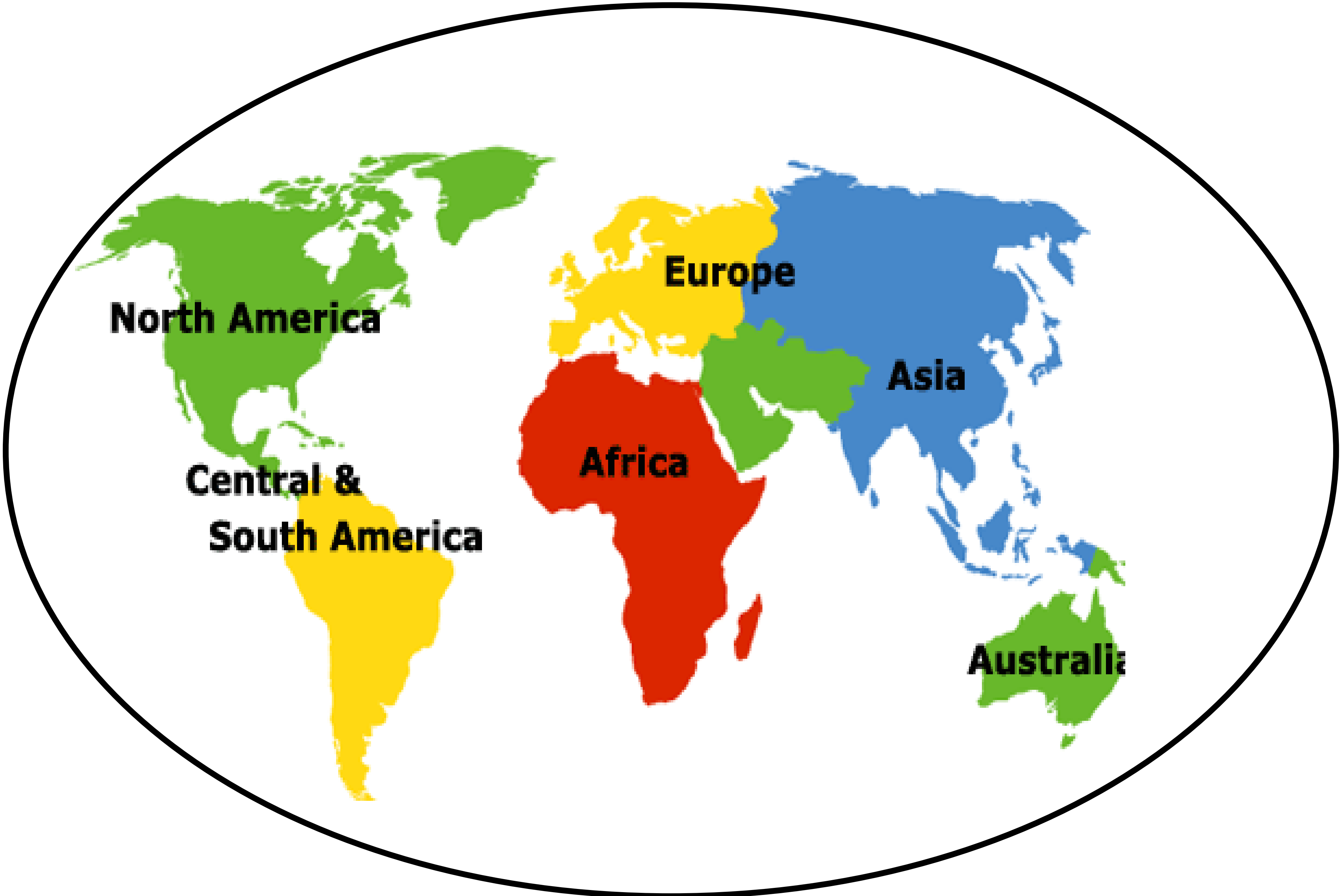
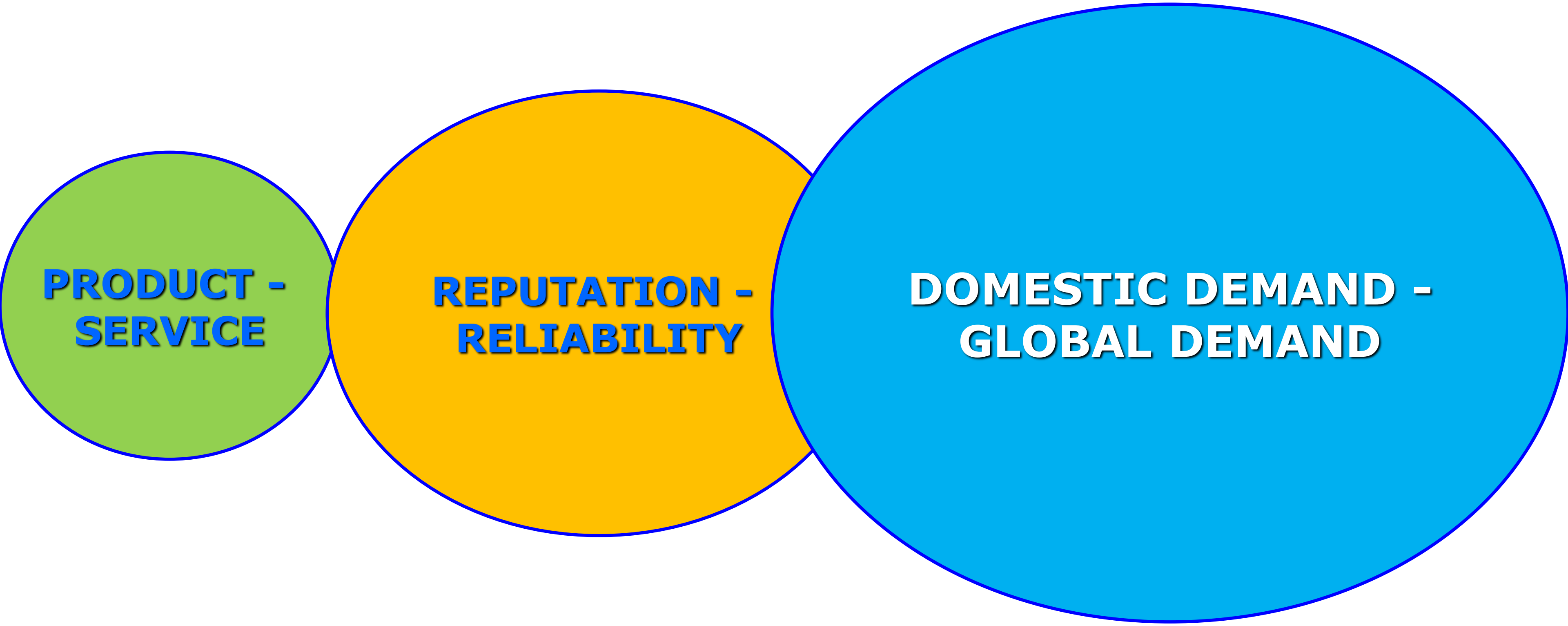
Global Markets



Global Growth



EXPORTING FOR COMPETITIVENESS

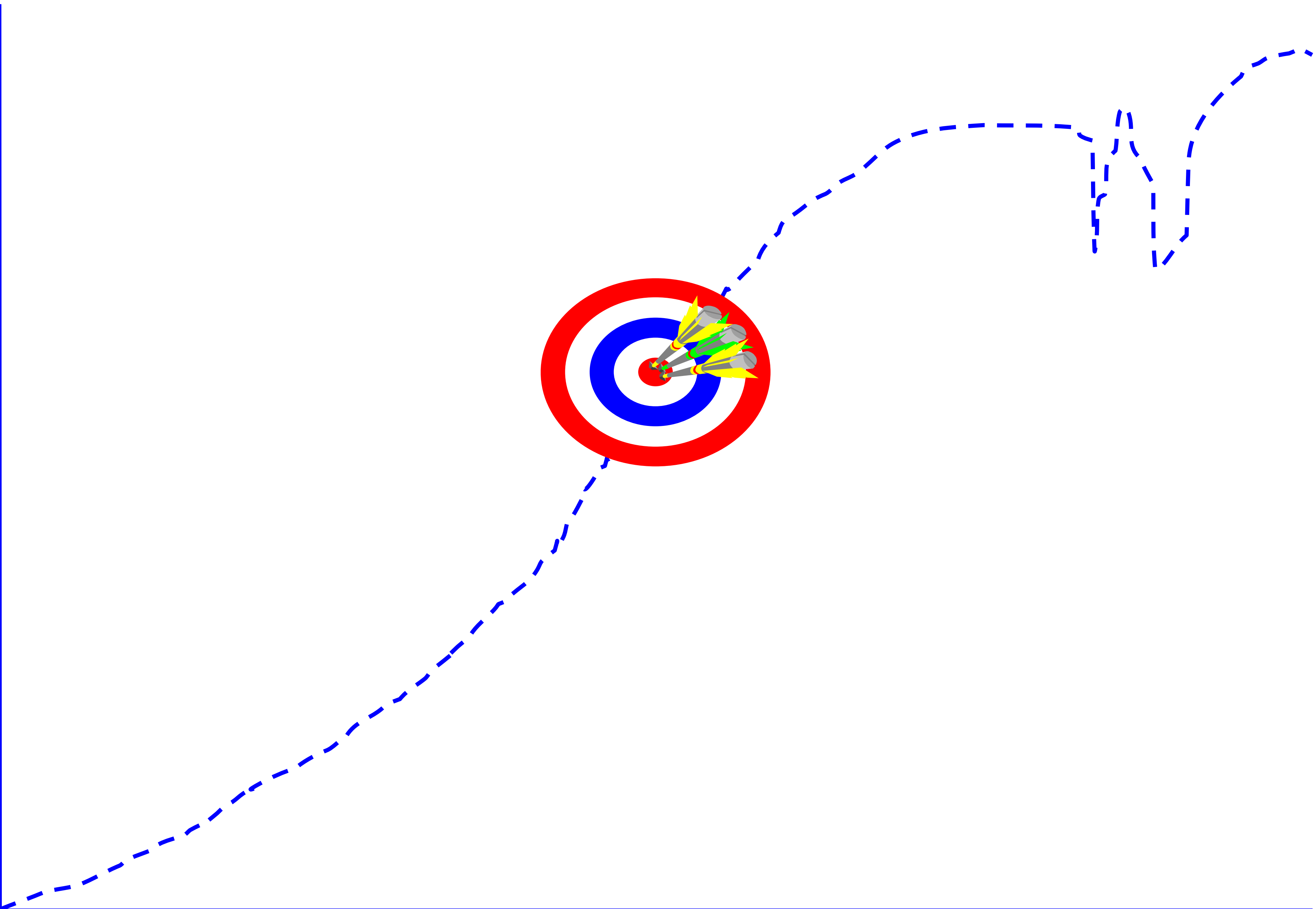
- **Evaluate your Export Potential**
- **Select and Research Target Foreign Markets**
- **Master the Terminology of Exporting**

- Choose an Entry Strategy
- Determine Your price

- Promote Your Product or Service
- Arrange Your Financing

- Get Your Product or Service to Market
- Implement Your Export Plan (Internet)
- Review and Revise Your Export Strategy

First Check: WHERE ARE YOU? LIFE CYCLE



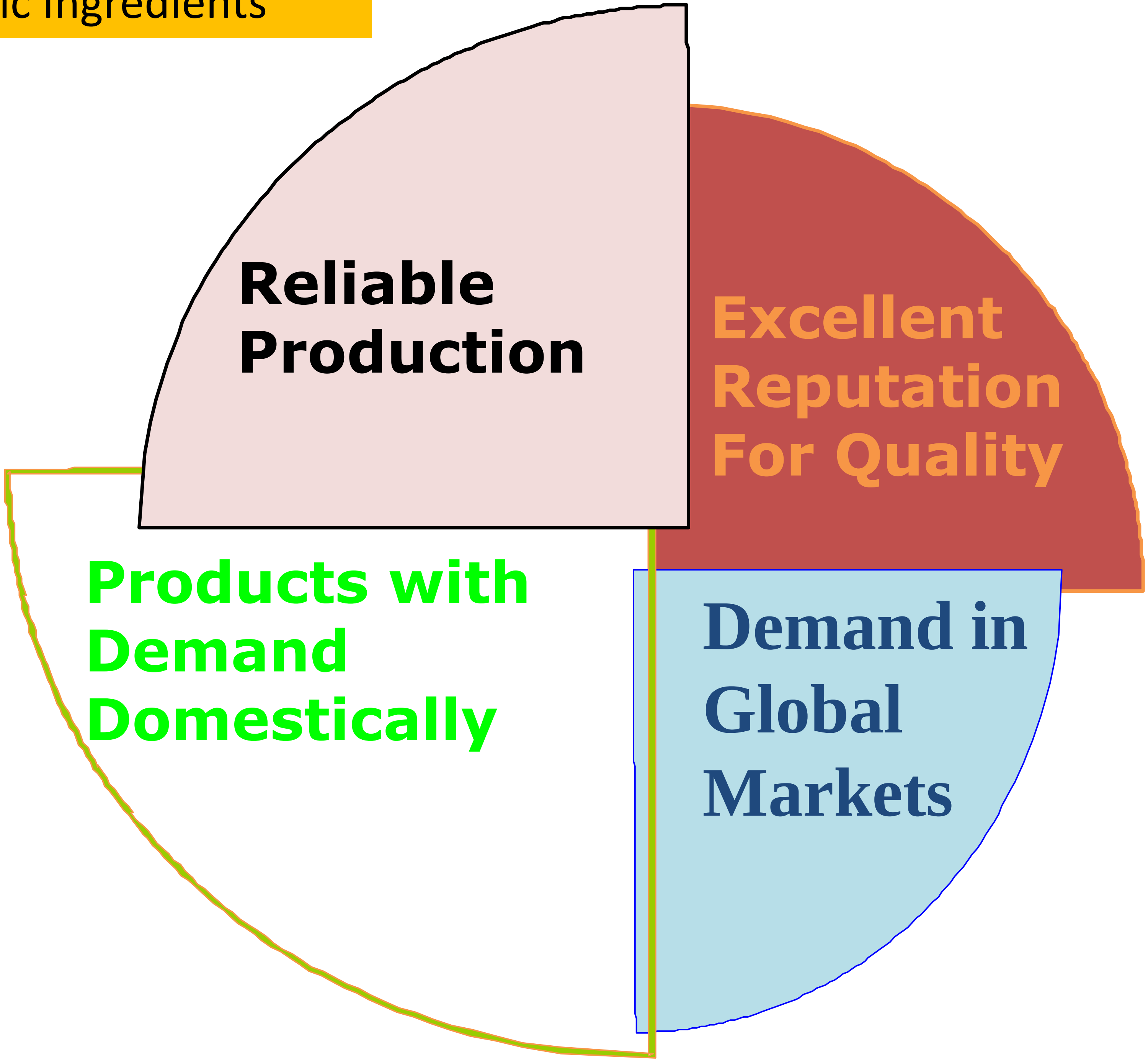
Secondly, condition your company: Primer for Exporting Success

- Make a long-term commitment to exporting
- Develop an export marketing plan
- Produce the right product/service for the targeted market (s)
- Pay close attention to export pricing
- Be prepared to offer credit terms to buyers/franchisees
- Give careful attention to the selection of your agent/distributor/franchisee
- Nurture your relationship with your agent/distributor/franchisee
- Support your export sales with multi-lingual promotional & MKTG tools
- Hire personnel with foreign languages who know the markets
- Ensure competent staff through on-going export training & marketing

MORE AXIOMS

- Develop a strong in-house support network for international sales
- Go out and meet your customers – send senior company officers
- Exhibit at trade fairs
- Learn something of the local culture and business customs
- Consider using experts to develop the more distant and challenging markets
- Honor your contracts with foreign buyers
- Be prepared to change strategy to suit often changing environments
- Make a commitment to on-going research and development
- Be prepared to respond quickly to change in technology
- Trust your local partners

Basic Ingredients



INTERNAL REQUIREMENTS

Non Financial Characteristics

- **Quality of Management**
- **Quality of Products and Services**
- **Level of Customer Satisfaction**
- **Strength of Corporate Culture**
- **Quality of Communications**
- **Effectiveness of Marketing**

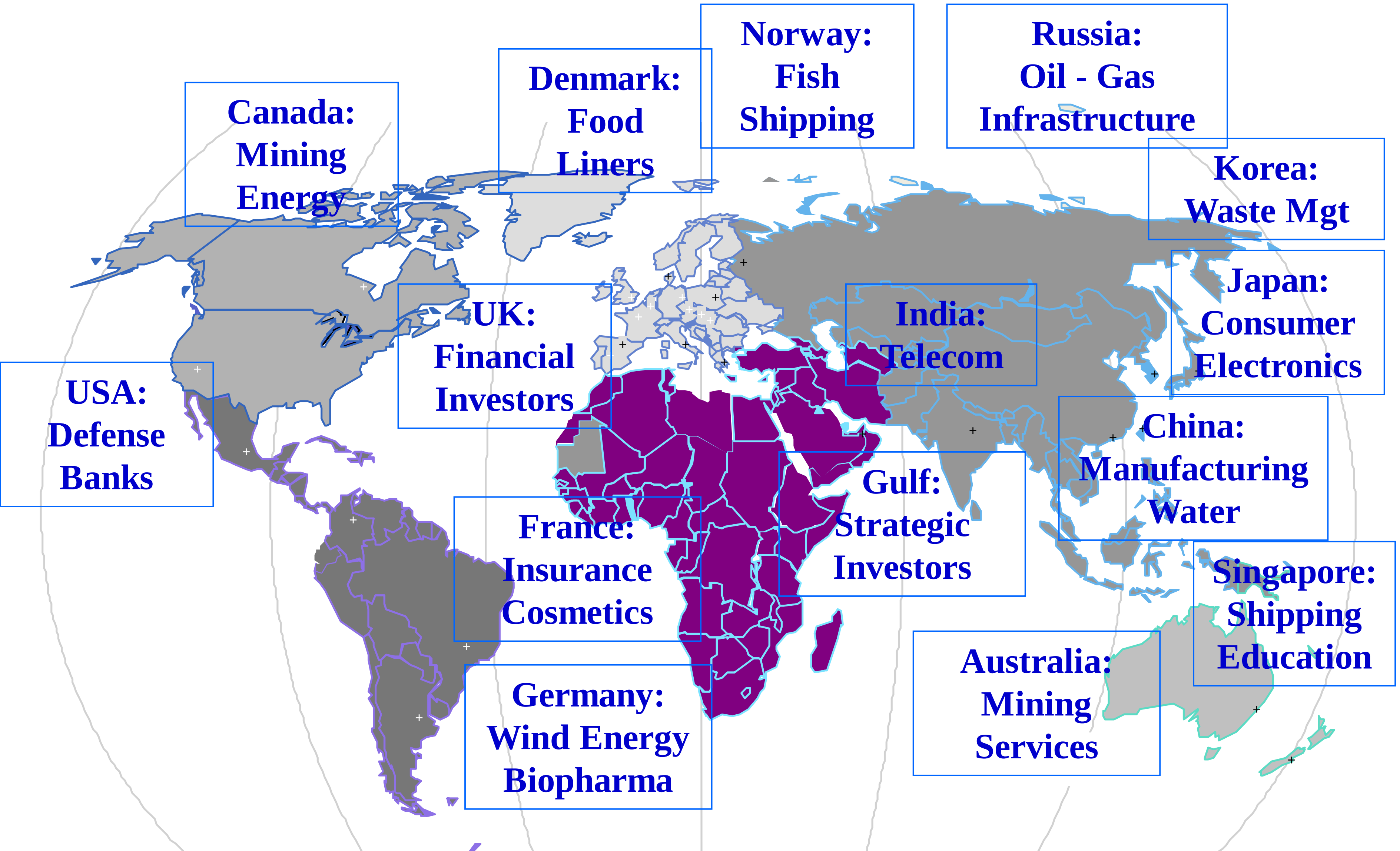
Successful entry into a market

EXPORTING REQUIREMENTS

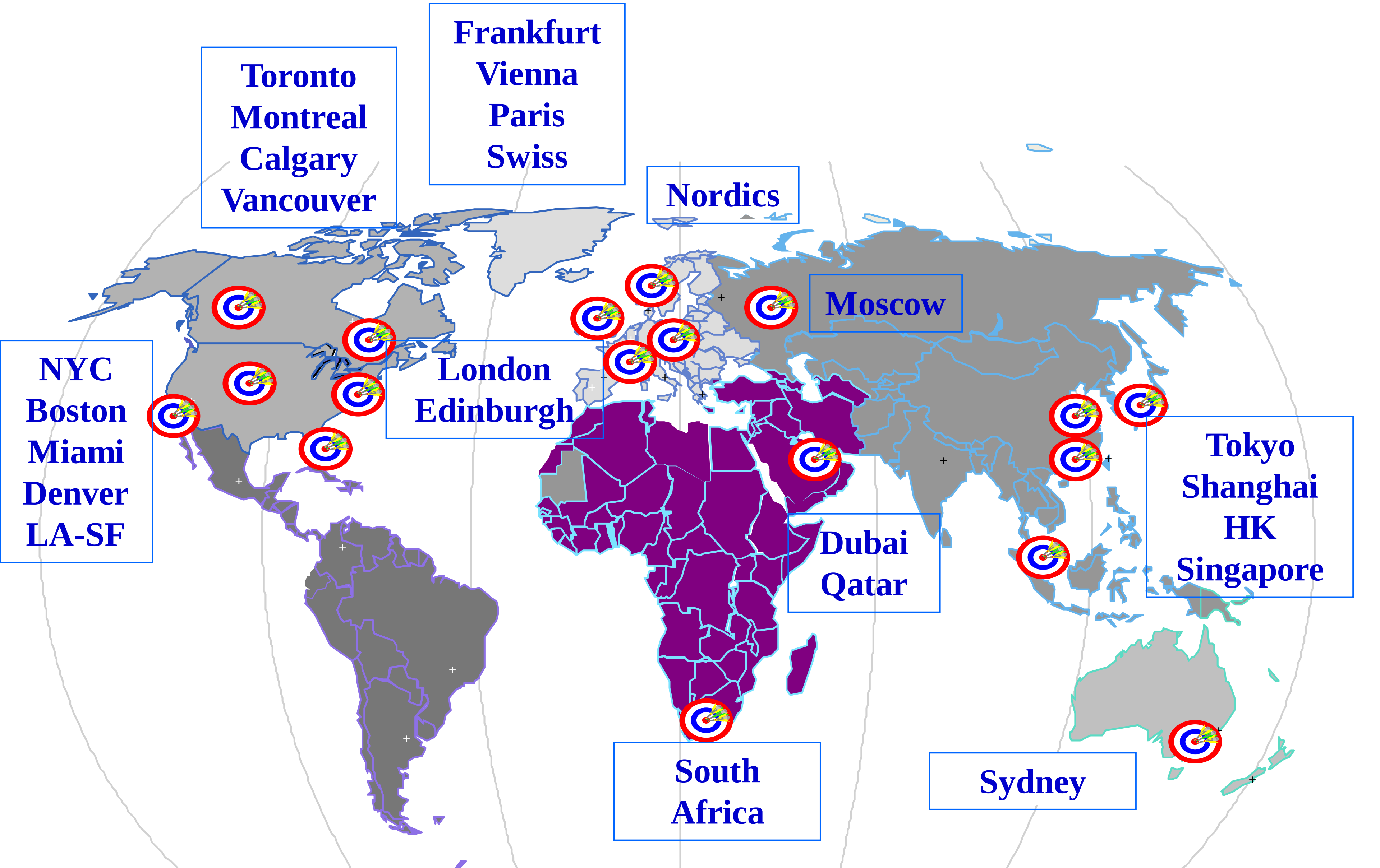
- Step 1: A long term commitment to exporting by top management
- Step 2: An allocation of sufficient company resources & personnel
- Step 3: A well designed, consistently high quality product
- Step 4: A product that meets the diverse requirements of foreign customers
- Step 5: A product that sells at a competitive price and is delivered on time
- Step 6: A product that can be fully supported with after sales service
- Step 7: A strong domestic business base
- Step 8: A sound marketing plan
- Step 9: A sound business plan

Doing Ground Research & Low-cost Market Research

MAPPING MARKETS



TARGETING CITIES



SELECTING & MATCHING MARKETS

- Step 1: Examine markets & industries
- Step 2: Isolate innovative companies
- Step 3: Identify potential strategic partners
- Step 4: Use knowledge and network of locals
- Step 5: Get reference from banks, brokers,…
- Step 6: Place intermediaries-local reps as a buffer
- Step 7: Initiate contact and talks

VISIBILITY - AWARENESS

Firm – Management – Product - Service Visibility

Visibility affects	◆ Local and global **market awareness** ◆ Soft and hard **information flows** ◆ Knowledge and education of **management** ◆ Firm **evaluation** ◆ Product/Service **marketability**, **trading**,... ◆ Product/Service **sustainability** ◆ Roll over penetration **into new markets** ◆ Local-market players **participation** ◆ Industry **knowledge** ◆ Investment-financing **decisions**

SWOT - PESTEL – Scenarios…

Assessing your Strengths & Weaknesses

Adding

- **Management expertise**
- Production facilities
- Product / service design
- Product / service quality
- Domestic market success

- **Marketing skills**
- Brand recognition globally
- Detailed knowledge & research
- Technology
- Financial resources

Check List…

- MARKET RESEARCH & FEEDBACK ☑
- STRATEGIC MATCHING ☑
- GOVERNMENT & LOBBY RELATIONS ☑

- DEVELOP NEW MARKETS ☑
- DEVELOP & IMPLEMENT ENTRY STRATEGIES ☑
- GLOBAL PLACEMENTS ☑

- CREATIVE DEAL MAKING (M&A) ☑
- CAPITAL ACCESS & LIQUIDITY ☑
- STRATEGIC & EQUITY CAPITAL ☑
- INCREASE EXPORTS ☑

More…

Innovative Marketing Communication

Unique Synergies

Maximum Impact at low cost

Increase Visibility

Build Management & Company Credibility

Raise Interest & Demand

Expand into new Emerging markets

Penetrate Mature markets

In order to SATISFY GLOBAL CUSTOMER PRIORITIES

by combining…

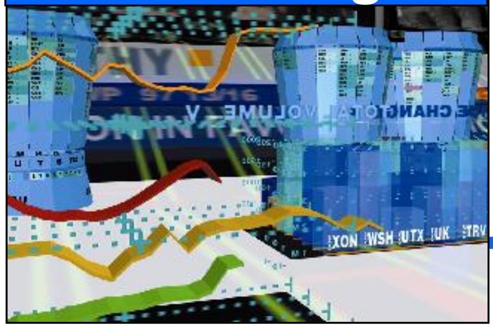
Technology – Intelligence – Capability – Specialty – Market Insight ….

Analysis

Promotion

Solutions

Marketing



Financial

…….to Satisfy your Customers' Priorities

International Prospects

Effectiveness & Efficiency

Countable Results