

## EXPORT CLINIC

**TRAINING TITLE** : ADAPTING YOUR PRODUCTS/SERVICES FOR THE EXPORT MARKET  
**DATE** : 30 OCTOBER 2018 (TUE)  
**VENUE** : MEA TRAINING CENTRE, PUCHONG

### OBJECTIVES

- To determine whether adaption is needed for your product or service
- To learn the stage of product or service adaption
- To learn about factors affecting the success of product or service adaption

### LEARNING OUTCOMES

The learner will gain a detailed knowledge and understanding of the steps, methods and information needed before adapting your products/services for the Export Market.

### TARGET PARTICIPANT

Export Managers/Executives, Marketing and Sales Managers/Executives, Research Personnel, General Managers, CEOs , and anyone interested in understanding the process before adapting products/services into the Export Market.

### METHODOLOGY

Lectures, briefings, case studies, group discussions, group projects

### COURSE OUTLINE

- Getting started – Is adaptation needed for your product or service?
- Making choices – To adapt or not to adapt? (Standardization vs. Adaptation)
- Picking winners – considering, assessing and selecting what product or service to choose for adaption for export
- Factors affecting the success of product or service adaptation

#### Products

- Stages of product development adaptation process
- Market research and preparing for product adaptation
- Adapting and customizing old products vs. developing new products
- Adaptation decisions and options
- Compulsory adaptation: regulatory compliance
- Product liability & Intellectual property protection
- Standardized products
- The Service-Product Relationship

#### Services

- Service Features and characteristics
- Reasons for Service Development
- Adaptation decisions- Why do it?
- Service Development and Design
- Service Development Process
- Service Adaptation and Customization
- Standardized Services

- Compulsory adaptation and regulatory compliance
- Product liability & Intellectual property protection
- Managing Disruptive innovation and technologies
- Exploring various case studies of successful adaptations
- Reflect on your experience, discussion and application of lessons learnt

#### **PARTICIPATION FEES**

**Fee: RM650 per pax**

SBL claimable (Inclusive of lunch, tea breaks, notes)

#### **TRAINER'S PROFILE**

**TENGGU ASHARINA TENGGU AHMAD**

Qualification:

- Bachelor of Business Administration, Cum Laude (with honors), Ohio University, Athens, USA

Experience:

- Director, Strategic Planning and Research, MATRADE; Posted as Malaysian Trade Commissioner to Germany, USA and Australia.
- Investment Promotion Officer, MIDA
- Public Relations Executive, Ghazalie, Rafeah, Ali & Associates
- Marketing Executive, Budget-Rent-A-Car, MBf Group
- Bank Executive, Arab Malaysian Merchant Bank