



## EXPORT CLINIC

**TRAINING TITLE** : ARE YOU READY TO EXPORT? ASSESSING THE SALEABILITY OF YOUR PRODUCTS/SERVICES IN THE INTERNATIONAL MARKET  
**DATE** : 22 OCTOBER 2018 (MON)  
**VENUE** : MEA TRAINING CENTRE, PUCHONG

### OBJECTIVES

- To determine the characteristics of Export-Ready Organization
- To determine how to assess the saleability of your products/services in the International Market
- To determine the qualities of a successful product/service

### LEARNING OUTCOMES

The learner will gain a detailed knowledge and understanding of the steps, methods and information needed before start the export business.

### TARGET PARTICIPANT

Export Managers/Executives, Marketing and Sales Managers/Executives, Research Personnel, General Managers, CEOs , and anyone interested in Export Business.

### METHODOLOGY

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

### COURSE OUTLINE

- Are you Export Ready?
- Assessing Organizational Readiness: Why Is This Important?
- Characteristics of Export-Ready Organizations
- Assessing Current State of your company
- Addressing Gaps
- What makes a product/service saleable?
- Qualities of a successful product/service
- Understanding modern consumer buying habits
- Defining the product/service customer
- Perceived value of products/services,
- Value proposition statements
- Enhancing perceptions of value
- Importance of Market Research
- Overcoming regulatory barriers to selling: Regulatory conformity and compliance
- Exploring case studies
- 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