



EXPORT CLINIC

TRAINING TITLE : DEVELOPING AN EXPORT PLAN FOR YOUR COMPANY
DATE : 19 & 20 DECEMBER 2018 (WED & THU)
VENUE : MEA TRAINING CENTRE, PUCHONG

OBJECTIVES

- To learn the principles and methods of developing and preparing an Export Plan for your Company
- To enable the learner to understand the different aspects of the Export Plan such as market entry strategies, distribution channels, market selection, promotional strategy, etc.

LEARNING OUTCOMES

The learner will gain a detailed knowledge and understanding of the steps, methods and information needed towards preparing an effective export plan for his/her company and products

TARGET PARTICIPANTS

Export Managers/Executives, Marketing and Sales Managers/Executives, Research Personnel, General Managers, CEOs , and anyone interested in understanding how to develop and prepare an Export Plan

METHODOLOGY

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

COURSE OUTLINE

- What is an Export Marketing Plan?
- The value of an Export Plan
- Different aspects of the Export Marketing Plan and Inputs needed
- The Export Planning Process
- SWOT Analysis
- Market Entry Strategies and case studies
- Market Selection
- Pricing Strategy
- Promotional Strategy
- Product Strategy
- Export Plan Template
- Project Exercise – Preparing an Export Plan for your Company

PARTICIPATION FEES

Fee: RM1, 200 per pax

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

TRAINER'S PROFILE

DATO' ZAKARIA BIN KAMARUDIN

Qualification:

- MBA, Agriculture Education & Mechanization, Majoring in Agriculture Extension, Southern Illinois University USA,
- Bachelor's Degree in Agri-Business Economics, Majoring in Farm Management, Southern Illinois University USA,
- Diploma of Animal Health & Production, Institut Teknologi MARA

Experience:

- Deputy Chief Executive Officer specializing in Product & Services Promotion Division Strategic Planning and
- Evaluation of Export Promotion Programmes at the Ministry of International Trade & Industry (MITI) & Malaysia External Trade Development Corporation (MATRADE). He has 17 years' experience working in MITI.