

## EXPORT CLINIC

**TRAINING TITLE** : DEVELOPING INTERNATIONAL MARKET-SPECIFIC STRATEGIES AND ENTRY PLANS  
**DATE** : 26 & 27 NOVEMBER 2018 (MON & TUE)  
**VENUE** : MEA TRAINING CENTRE, PUCHONG

### OBJECTIVES

- To determine which is the best way to enter international market
- To learn on how to develop international market strategy

### LEARNING OUTCOMES

The learner will gain a detailed knowledge and understanding of the steps, methods and information needed in developing international market specific strategies and entry plans.

### 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

- Making Choices and Establishing the Route to Global Success
- Gathering market intelligence and assessing feasibility of market entry strategies
- Market entry considerations
  - Direct Exporting
  - Indirect Exporting
  - E-Commerce
  - Licensing
  - Franchising
  - Subcontracting
  - Strategic Alliances
  - Branch Office
  - Joint Venture
- Selecting a market entry strategy
- Developing effective and spot-on market entry strategy
  - Assess your product
  - Assess the market
  - Market requirement & regulations
- Establishing sales channels to international markets
- Strategy for market presence and coverage
- Defining desired business partner characteristics
- Finding business partners and performing due diligence
- Exploring case studies
- Reflect on your experience, discussion and application of lessons learnt

### **PARTICIPATION FEES**

**Fee: RM1,200 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