

Build your Export Market Entry Strategy

What's the best strategy for your business to access global markets?

Who is this for?

Owners and CEO's – who seek assistance in building the right market entry strategy for their global expansion.

Why export?

Accessing export markets can provide exciting growth opportunities for owners of SME businesses. Research has proven that businesses that build sustainable export markets tend to be more profitable and resilient over the longer term. We believe exposing your products and services to international competition inevitably sharpens your value proposition, your marketing and builds skills that can also improve performance in your domestic markets.

By the same token building export markets can be challenging – it requires considerable commitment in time, skills and most often cash. It pays therefore to take the time to objectively review your approach to building your short – medium and long term strategies by market.

So how can Incite help?

Combining our experience in International Trade Development, our expertise in Business Growth Strategy

and our objectivity we are able to offer a comprehensive service that assists you to determine the best market entry strategies for your business. This means determining which markets and which strategy by market is the most appropriate in your circumstances.

Once the strategic approach has been determined we then work with you to develop and implement an action plan with timelines, accountabilities and responsibilities identified.

How does it work?

We firstly need to understand your business plan –specifically your

- Vision for the business
- Domestic growth strategy
- Management team skills
- Financial resources
- Risk –reward profile
- Exit strategy
- Finally –why export?

This information provides the framework from which we are able to assist you to develop your export plans.

We then work with you and appropriate stakeholders to identify the following:

- Objectives: 3 year horizon
- Market analysis
- Value proposition
- Strategic Options
- Resources required
- Action Plan

Incite will use its expertise, network contacts domestically and overseas and all appropriate government resources.

The outcome of this program will be a summary export plan by market for the next three years and an action plan detailing how to implement that plan.

How long does the program take?

This varies on the size and scale of the business and the level of existing market knowledge –but typical engagements are between 6-8 weeks.

Implementation Services:

Once the plans have been developed – Incite is then available to provide an ongoing outsourced Export Marketing Service. This can be an advisory function –or more hands on including in-market visit with clients.

What is the investment?

Again this depends upon the existing knowledge level and size and scale of the business. Following an initial complimentary discussion / meeting a proposal documenting all fees would be agreed prior to commencement.

What do you need to do to get started?

Contact: Anthony Moss at anthonym@incitemg.com.au

Or call +61 2 9484 5050 for more information.