

Export Business Development



Introduction

- Companies expand their horizon across borders and are (oftenly) insufficiently prepared.
- These slides show the major steps to take to develop Export Business Development in the phases of:
 - Orientation
 - Planning
 - Execution
 - Review
- Better understanding of the process required to expand business across borders



Export Fitness Test

- Internal Analysis (strengths, weaknesses)
- External Analysis (opportunities, threats)
- Organisation
- Financials (high level)



Planning

- Objectives
- Strategy
 - Channel to Market
 - Legal Construction
 - Organisation / Culture
 - Use Strengths and grasp Opportunities



Export Marketing Mix

- Product
- Price
- Promotion
- Presentation
- Distribution
- Politics
- People

Financial Planning & Resources

- P&L, Balance, Cash Flow, Capital
- Funding
- Insurance



Order to Cash

- Contract, T&C's
- Delivery
- Payment



Monitoring

- KPI's
- Review of Results
- Next Steps

“ improvement has no limits ... ”

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