

Implementation of Market Entry Strategies: Building an International Business Operation

Workshop Overview

There are various market entry strategies, and what will work for one industry or market may not be suitable for others. An organization may choose trading entry strategies, investing entry strategies or a combination of both. Once an organization decides which market entry strategies to use for a particular venture, it must effectively implement them.

This workshop focuses on implementing the chosen market entry strategies. It is a continuation of the research and analysis completed when determining the feasibility of a venture (discussed in the course Feasibility of International Trade), and planning for market entry (discussed in the workshop Planning for International Market Entry).

Workshop Structure

Module 2 of the International Market Entry Strategies course.

This is the second of four workshops for the course International Market Entry Strategies. Each workshop explores a facet of launching a new international venture.

This workshop can be completed as a stand-alone learning module within the FITTskills framework.

Workshop Details

Workshop Fee: USD 500

Workshop Duration: 4 hours

What's Included

- Workshop eBook
- Video resources
- Guiding notes to facilitate tracking of key concepts
- Case studies offering real-life examples
- Sample exam questions to demonstrate exam format and help you practice for your final assessment
- Access to the multiple-choice online exam
- Essential international trade skills to help you compete in today's integrated global marketplace

Workshop Learning Outcomes

Upon completion of this workshop, participants will be able to:

- Determine the best approach to implement a market entry strategy, analyzing the value of potential forms of each strategy.
- Implement a direct exporting strategy, whether exporting directly to foreign consumers/businesses or using intermediaries, such as agents.
- Implement an indirect exporting strategy by finding and choosing an appropriate domestic intermediary, such as a trading house or confirming house.

- Manage direct and indirect exporting through positive working relationships using a good financial model.
- Create a franchise/licence concept and model, develop legal agreements and provide franchisee/licensee package.
- Monitor and manage franchisee/licensee relationships to ensure compliance and maintain a positive working relationship.
- Negotiate contracts and partnering agreements for all modes of market entry while ensuring cultural sensitivity.
- Establish and manage foreign direct investments (FDIs) in the target market.
- Monitor international partner performance on a regular basis, including managing ongoing relationships and developing strategies for resolving possible conflicts.