

Planning for International Market Entry: Making Choices and Establishing the Route to Global Success

Workshop Overview

There are various market entry strategies, and what will work for one industry or market may not be suitable for others. To select the best market to enter, and the strategy that is most likely to be successful in that market, organizations should work through a strategic planning process that incorporates internal and external assessment and research.

This workshop focuses on choosing a market entry strategy, analyzing market entry opportunities, accessing programs and services, and creating an international business plan. It is a continuation of the research and analysis completed when determining the feasibility of a venture.

Workshop Structure

Module 1 of the International Market Entry Strategies course.

This is the first 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:

- Explain the types of market entry strategies and considerations for both products and services in terms of their application, advantages and disadvantages.

- Select the most advantageous market entry strategy for an international venture based on the results of feasibility research, risk analysis, and competitive analysis.
- Identify, research and analyze potential business partners to determine compatibility for an international venture.
- Develop a strong international business plan including key business strategies with identified metrics upon which the organization can monitor progress, successes and weaknesses.
- Develop a strategic plan for market entry, based on the international business plan.