

# Situational Analysis: Determining Current State and Opportunities for Growth

## Workshop Overview

Determining organizational readiness and conducting market research are essential aspects of planning and conducting global business. However, these activities can be time-consuming and expensive.

This workshop explains how to conduct a situational analysis, including assessing organizational readiness and planning and analyzing the results of international market research.

## Workshop Structure

Module 1 of the Feasibility of International Trade course.

This is the first of three workshops for the course Feasibility of International Trade. Each workshop explores a phase of determining the feasibility of a potential initiative.

## 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:

- Assess the readiness of the organization to undertake the potential new international trade initiative or expansion.
- Develop a research brief that outlines the parameters of the research to be undertaken based on identified research objectives for the prospective initiative.
- Screen potential international markets to identify priority markets.
- Design the research plan and conduct the designated research.
- Analyze research data and present findings and recommendations as they relate to the stated research objectives.