



INVITATION



Value Creation Strategies in Marketing and International Business

Join the program and gain competitive advantages by:

- Expanding your markets and customer base
- Greater economies in manufacturing
- Improved revenue
- Improved warehouse productivity
- Greater exposure to the global marketplace

Expressions of Interest

NORTH Link/NIETL invites expressions of interest for a Group Strategic Value Creation Program with assistance from the Victorian Government to assist companies to position themselves for future sustainable growth.

Program Objectives

The program provides both group workshops and one-on-one site visits.

Participating companies will:

- gain a greater knowledge of marketing and its application
- gain an understanding of export requirements
- develop a plan for marketing and international business
- gain a greater understanding of the commitment required to be a successful exporter

The program will provide companies with knowledge to enhance their marketing capabilities and maximise their international business opportunities.

The Program

The program will be conducted over a thirteen week period and enable each participating company to develop their business plan framework.

Half-day Workshops

Four half-day workshops will be delivered. Participants will receive a workshop manual, workbook and a copy of the PowerPoint overheads used during each workshop.

The program will commence on the 11 September 2008 and finish on the 28 November 2008.

Site Visits

Three site visits to each company will provide one-on-one mentoring services to participants. The purpose of the site visits are:

- To gain an understanding of each company and the products and services that it provides.
- To undertake a Strategic Review which will culminate with a written report that identifies areas of business risk management which could impede business growth
- To provide counsel and guidance on the development of the participant's own Business Development Plan

Duration of the site visits will be:

- two hours for Visit #1;
- four hours for Visit #2; and
- four hours for Visit #3

The cost per company is \$1650 including GST payable on commencement of the program. This amount is non-refundable as the balance of the cost is funded by the Victorian Government.

Please complete and return the Expression of Interest Return Slip on the last page of this brochure to ensure your participation or email Mick Butera at m.butera@latrobe.edu.au

The Facilitator

Anderson's Business Facilitation Services has been engaged to deliver this program.

Program Leader will be Mike Anderson a Director of Anderson's Business Facilitation Services. Mike has been working in marketing and export facilitation and training since 1991 and has a broad client base that includes software developers, building and construction companies, chemicals, clothing, machine tools, environmental services and technologies.

Mike is on the Executive Committee of the Australia Malaysia Business Council (Victoria) and the Australia Arab Chamber of Commerce and Industry and undertakes export development projects in the Middle East, Asia and North America.





Program Details

Site Visit 1

Pre-Workshop Induction

2 HOURS

Introduction and orientation to each company's business operations and to introduce the participant to the group program.

Site Visit 2

Strategic Review

4 HOURS

Anderson's will undertake a Strategic Review of each participating company and provide a written report that will focus on:

- Organisational structure
- Management Information Systems
- Business Planning practices
- Current goals and objectives
- Use of government programs
- Marketing activities
- Pricing policies
- Marketing communications
- Distribution methods
- Competitive performance
- Industry structure in Australia
- Perceived barriers of entry
- Use of market research
- Manufacturing operations
- Equipment utilisation
- Innovation and technologies
- Inventory control
- Quality accreditation and processes
- R&D capabilities
- HR issues
- Industrial Relations issues
- Training
- Staff appraisal systems
- OH & S compliance
- Cash flow position
- Future funding options

The Strategic Review will provide each company with a report on operations and highlight the areas of risk management that will need to be prioritised and acted upon before expanding into international markets.

Site Visit 3

Follow Up

4 HOURS

The final site visit will focus on assisting each company with the development of its Business Plan, export objectives and market entry strategies.

Workshop 1

Value Creation Strategies in Marketing

- Identifying the elements of Marketing
- Ways to determine a Competitive Position
- Segmenting Markets
- What's on Offer
 - New products and services
 - Product Life Cycles
 - Idea Generation
 - Product Protection
 - What's in a Name?
 - e-Commerce
- Services Marketing
- Pricing, Costing and the Terms Of Sale
 - Determining 'Price'
 - Pricing Objectives
 - Pricing Methods
 - Allowances and Discounts
- Marketing Communications
 - Advertising
 - Personal Selling
 - Sales Promotions
 - Trade Exhibitions
 - Publicity
 - Public Relations
 - Relationship Marketing
- Business Logistics and Supply Chain Management
 - Getting Products and Services to Market
- People, Processes and Physical Evidence
- Customer Service
 - People
 - Product/Service Offering
 - Convenience
 - Environment
 - Handling Complaints
 - Measuring 'Service'
- Framework for the Business Plan

Workshop 2

Expanding into International Markets

- The Benefits of Export
 - Key Success Factors for International Business
 - Being 'Export Ready'
 - Available Resources
- Building the Business Profile
 - Business History
 - Company Structure
 - Company's Capabilities
 - Products and Services on Offer
 - Sales and Marketing Requirements
- Targeting International Marketplaces
 - Using Country Profiles
 - Developing Entry Strategies
 - Available Assistance
 - Customer Profiling
 - Competitive Analysis
 - Competitive Advantage
 - Negotiating Tips

Workshop 3

Value Creation Strategies in International Business

- Market Visits
 - The Necessity of Travel
 - Making Contacts
 - Trade Missions
 - Itineraries
 - Scheduling Visits
- International Marketing
 - What to Offer
 - Getting Paid
 - Communication Techniques
 - Business Logistics
- Resourcing the International Drive
 - Funding Growth
 - Government Assistance
 - Export Financing and Risk Management

Workshop 4

Business Plan Presentations

- Review of the Group Program
- Each participant will provide an overview of their Business Development Plan

NORTH Link/NIETL "Value Creation Strategies in Marketing and International Business"

Expression of Interest Return Slip

Return by fax 9467 8310 to Mick Butera by 8 September 2008

Name:			
Position:			
Organisation:			
Address:			
Phone:		Fax:	
Email:			