

A cluster approach for handholding

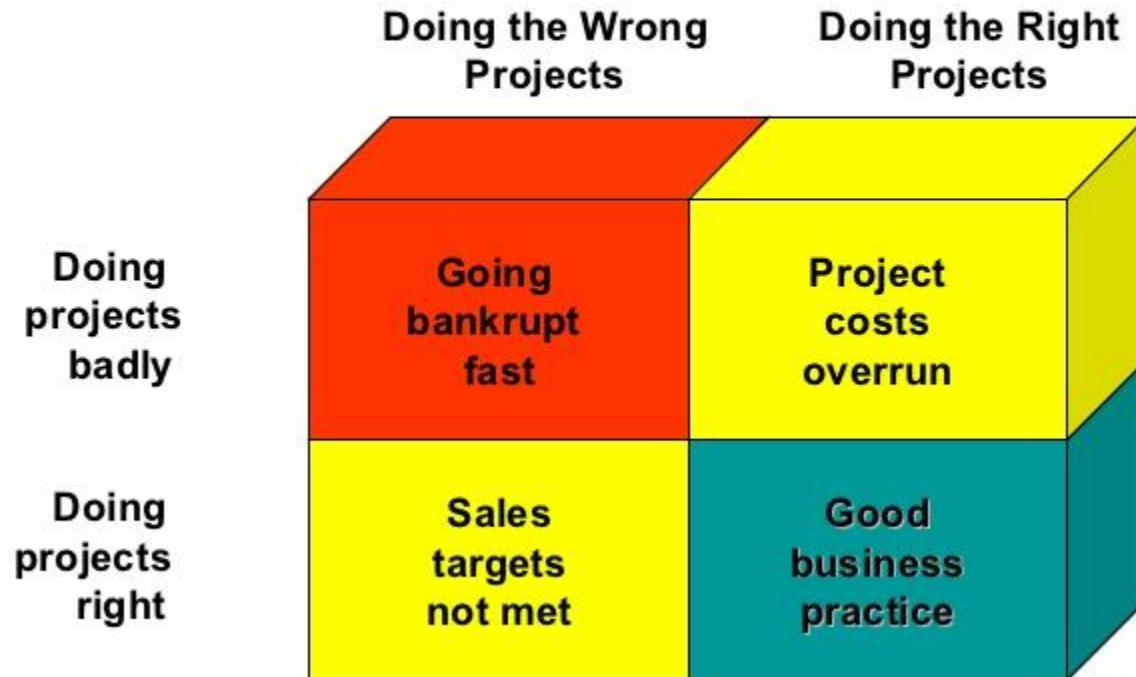
Export product development

EPC session -22 sep 2016

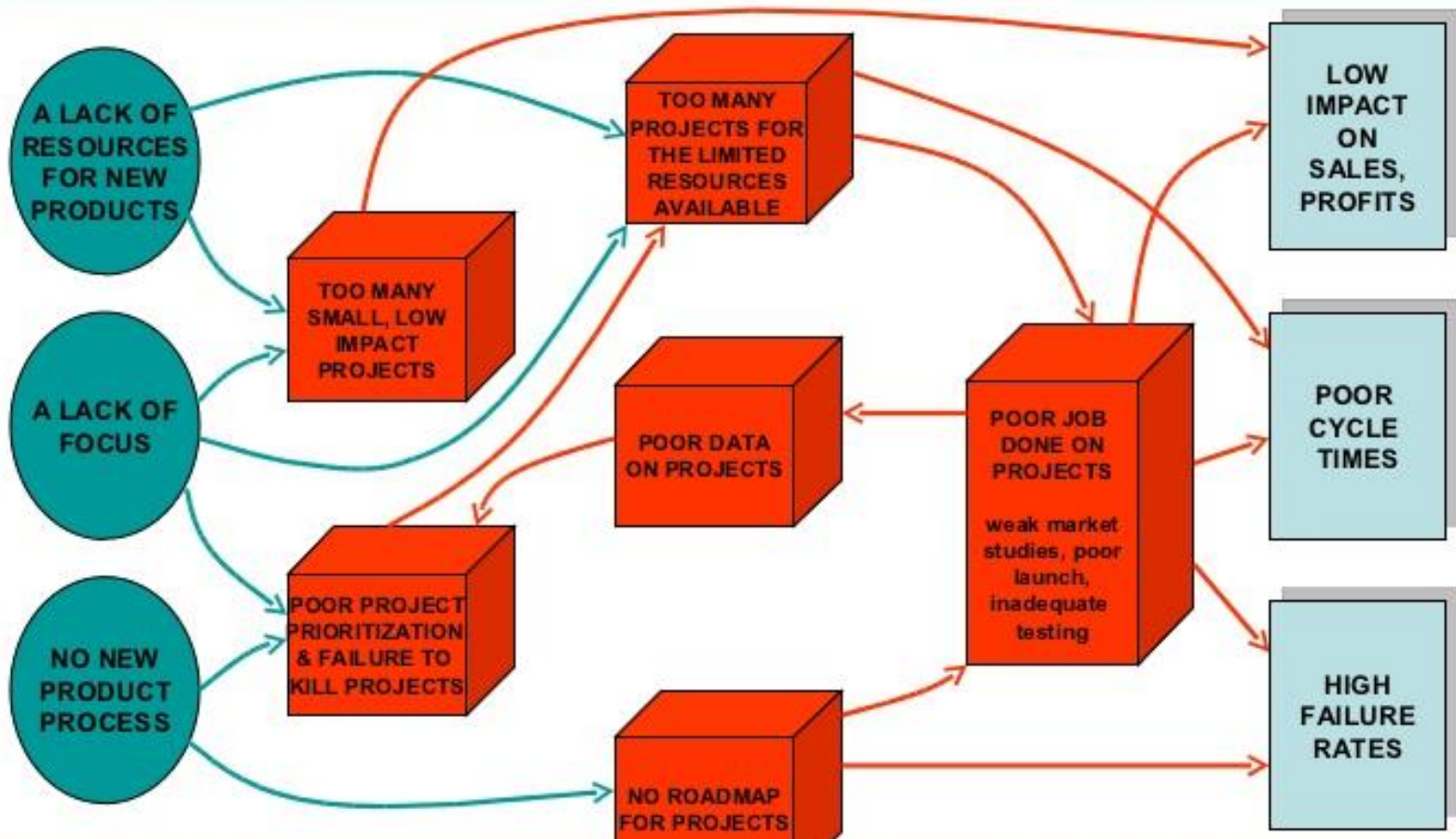
Presence Across All Stages of Business Cycle



Doing the Right PD Project the Right Way



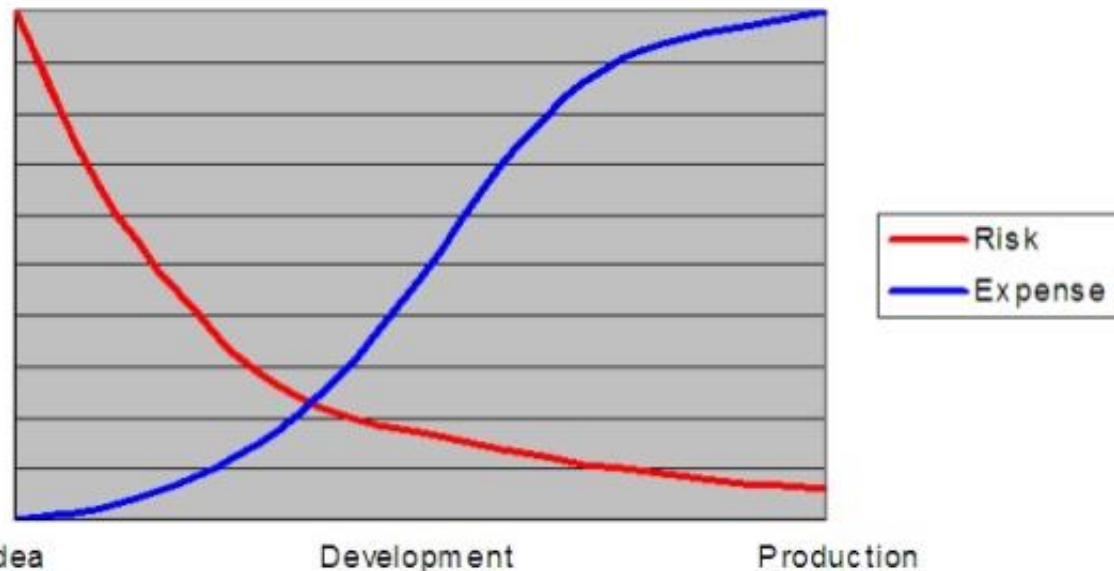
How the Problems Feed Each Other – A Downward Spiral



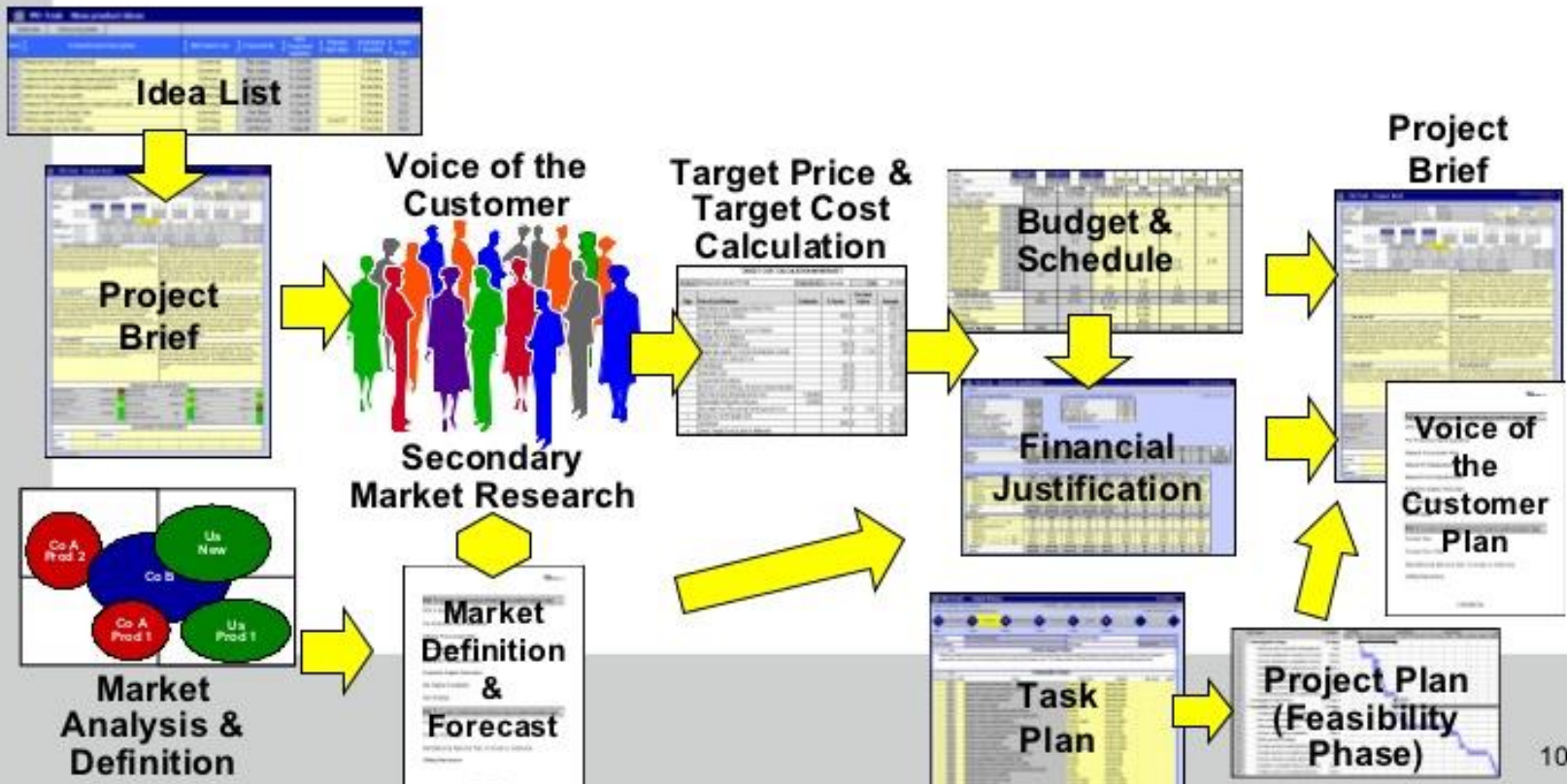
Managing Risk With A Phase-Gate Process

The fundamental objectives of an effective Phase-Gate Process are to reduce project risk as rapidly as possible:

- With the minimum possible expense
- With the lowest possible administrative effort



Investigation Phase



Know Your Customers Buying Process



Overseas Distribution Maturity Curve



The International Marketing Plan

Strategy

- Goals
- Target Market
- Product
- Competition
- Channels
 - Roles
 - Alignment

Program

- Coverage model
- Value proposition
- Business rules
- Sales model
- Pricing
- Sales Support model
- Customer Support Model
- Budget

Execution

- Media Campaign
- Communication
- Incentives
- Education
- Outsourcing



The End