Six Keys to International Strategy

Strategic Question **Stage One Exporters** "Explorers"

6 Key Considerations™

Stage Two Exporters"Active Starters"

6 Key Decisions™

Stage Three Exporters "Global Growers"

6 Key Challenges™

Novice/Passive Exporter



Active Exporter



International Business

Why?

Basic Strategic Reasoning **Consideration One**

Potential What can international trade offer us? What are the barriers?

Decision One:

International Growth Priority What is driving our business direction?

Challenge One:

Strategic Reasoning and Commitment How clear is our strategy, our commitment, our communication?

What?

The Internat'nl Proposition

Consideration Two:

Our Proposition What have we got to offer? Why might people overseas buy from us?

Decision Two:

The Proposition Decision How will we differentiate? How will we price? What other changes in marketing approach may be required? **Challenge Two:**

Proposition/ Positioning How good is our adaptation? How clear is our positioning? How well communicated? Do optimise profitability?

Where?

Market Selection ConsiderationThree

Our Markets What does our ideal market look like?

Decision Three:

The Market Selection
Decision Where shall we
put our effort?

Challenge Three:

Market Focus How clearly do we focus on our best markets? How well do performance and potential correlate? How good is our resource allocation?

What with?

Resources

Consideration Four:

What **resources** might we need? What **skills and information** might we need?

Decision Four:

The Resource Decision

How much time and money do

we have available for this?
Can we find outside resource?

Challenge Four:

Building the Resource Platform How well are our objectives aligned to our resource. Could we refocus resource, improve efficiency?

How?

Route to Market **Consideration Five:**

Our Route to MarketWhat are our options?

Decision Five:

The Route to Market
Decision How can we
optimise our market entry
approach?

Challenge Five:

Aligning the Business Model How well does our business model(s) achieve our objectives? Longer term profitability/sustainability?

Who?

Partners

Consideration Six:

The Partner Decision
How could working with a
partner help us?

Decision Six:

The Partner Selection
Decision What will our
partner need to like? How
will we identify them

Challenge Six:

Partner Performance and Sales How can we improve partner performance? Can we structure partner mg't better? Sales effectiveness?