

ROADMAP OUTLINE

Stage 1 Understanding Trade in Services	Stage 2 Conducting Market Research	Stage 3 Developing a Marketing Strategy	Stage 4 Entering the Market
1.1 Preparing Your Business	2.1 Researching Markets	3.1 Starting with a Marketing Plan	4.1 Market Entry Options
1.1.1 What is a Service Export? 1.1.2 Global Trade in Services 1.1.3 Small Business Perspective 1.1.4 Enabling Environment	2.1.1 What is Market Research? 2.1.2 Market Research Objectives 2.1.3 Understanding Market Types 2.1.4 Understanding PESTE Analysis 2.1.5 Sources of Market Information	3.1.1 Strategic Elements 3.1.2 Value Proposition 3.1.3 Marketing Mix 3.1.4 Branding and Market Positioning 3.1.5 Building Networks 3.1.6 Establishing Profile and Credibility 3.1.7 Relationship Marketing 3.1.8 Promotional Materials	4.1.1 Market Access 4.1.2 Strategic Alliances 4.1.3 Delivering by the 4 Modes 4.1.4 Travelling to the Market
1.2 Assessing Export-Readiness	2.2 Researching Sectors	3.2 Developing an Online Strategy	4.2 Financing and Getting Paid
1.2.1 What is Export-Readiness 1.2.2 Assessing Resource Requirements 1.2.3 Evaluation of Export Potential 1.2.4 Conducting a SWOT Analysis	2.2.1 Business and Professional 2.2.2 Construction-related 2.2.3 Creative Services 2.2.4 Health and Wellness Tourism 2.2.5 ICT and ICT-enabled Services	3.2.1 Establishing an Online Presence 3.2.2 Developing an Effective Website 3.2.3 Social Media Marketing 3.2.4 Cloud-based Productivity Tools	4.2.1 Planning your Financing 4.2.2 Market Development Financing 4.2.3 Project Financing 4.2.4 Getting Paid
1.3 Developing an Export Plan	2.3 Gathering Market Intelligence	3.3 Winning Business	4.3 Contracting and Legal Aspects
1.3.1 Why have an Export Plan? 1.3.2 Components of the Export Plan 1.3.3 Best Practices 1.3.4 Export Plan Template	2.3.1 What is Market Intelligence? 2.3.2 Understanding Client Needs 2.3.3 Competitive Analysis 2.3.4 Finding Opportunities 2.3.5 Selecting your Target Market	3.3.1 Customizing Solutions 3.3.2 Costing and Pricing 3.3.3 Working with Government 3.3.4 Pursuing IFI Opportunities 3.3.5 Writing Proposals	4.3.1 International Law 4.3.2 Contracting Considerations 4.3.3 Intellectual Property 4.3.4 Resolving Disputes