

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 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 Researching Markets 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 Starting with a Marketing Plan 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 Market Entry Options 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 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 Researching Sectors 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 Developing an Online Strategy 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 Financing and Getting Paid 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 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 Gathering Market Intelligence 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 Winning Business 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 Contracting and Legal Aspects 4.3.1 International Law 4.3.2 Contracting Considerations 4.3.3 Intellectual Property 4.3.4 Resolving Disputes