

COURSE: International Market Research

LENGTH OF COURSE: Two days

LEARNING OBJECTIVES: To give participants an understanding of:

- How to select a territory and develop a strategy
- How to develop the marketing plan and its benefits
- How the business pinpoints target markets.
- How to determine customer needs through market research
- The route to the market
- The research process
- Qualitative and quantitative research
- Desk and field research

COURSE DESCRIPTION: A company considering a new overseas market is confronted with a number of business decisions. If these decisions are not clearly defined at the outset, the chances are that costly research is commissioned or carried out which is unnecessary and that opportunities are missed to gather information which proves vital to the effectiveness of subsequent decision making. The identification of the decisions to be made needs the question why? Should we proceed with this particular country? Which of our product range should we be promoting in this country? Which industrial sector should we focus upon? How much should we sensibly invest in this market? How long should we expect to wait before we see a return? What is our most appropriate route to market? How should we promote our product / service? How should we do business? More specifically, each component of the marketing strategy and how to do business needs to be considered in turn. The course answers these questions.

COURSE OUTCOME: This course helps the manager understand the needs of research and the methods of using that research to justify market entry and maximise profit from that market entry.

SUITABLE FOR: Entrepreneurs, business owners and managers, and all managers who need an understanding of the manner in which international business operates and global strategies are developed. It is particularly helpful to senior managers involved in international sales and marketing.