

# Learning Objectives

## International Market Entry Strategies Course Objectives

- Perform corporate strategic-needs assessments
- Prepare a market entry strategy plan
- Identify and evaluate market entry options against company objectives and abilities
- Identify and evaluate appropriate partners and forms of partnership for various international ventures
- Identify the factors involved in setting up and managing international partnership

### ***Chapter 1: Strategic Planning for Market Entry—Defining expectations***

- Define the strategic objectives for market entry
- Determine the readiness and capability of a business to enter a new market
- Identify the main market entry strategies available to meet strategic objectives
- Perform a basic SWOT analysis and risk-benefit analysis
- Identify sources of information that can be used to select suitable markets for entry

### ***Chapter 2: Barriers to Entry—Unlocking the gate***

- Describe the main barriers facing companies that want to enter international markets
- Research potential issues for a given international market and company
- Develop strategies for overcoming barriers that might impede or prevent market entry

### ***Chapter 3: Market Entry Strategy Selection—Making the choice***

- List the options for international market entry and distribution of goods and services
- Differentiate between market entry strategies including indirect and direct exporting
- Describe advantages and disadvantages of each market entry strategy
- Collect information about market entry strategies of other companies in the market of interest
- Identify the tools available to support the major market entry strategies
- Analyze requirements and products and match to a suitable strategy that will meet strategic objectives

### ***Chapter 4: Agents, Distributors and Trading Houses—Leveraging experience***

- Describe how agents and distributors can help a company enter an international market
- Describe the role of trading houses in indirect exporting
- Determine if using agents, distributors or a trading house might be a suitable entry strategy for a given company

### ***Chapter 5: E-Commerce—Trade without borders***

- Describe the main steps in setting up an e-commerce operation
- Identify the advantages and disadvantages of e-commerce
- Determine whether an e-commerce operation might be a good market entry strategy for a given company

**Chapter 6: Strategic Alliances, Licensing and Franchising—Sharing success**

- Describe how strategic alliances can be used as an international market entry strategy
- Identify the advantages and disadvantages of licensing, franchising and forms of strategic alliances
- Describe the circumstances in which an international partnership might be a good market entry strategy

**Chapter 7: Foreign Direct Investment—Joining forces**

- Describe the forms of foreign direct investment
- Analyze whether or not foreign investment is a suitable entry strategy for a company
- Distinguish between a joint venture and other forms of partnerships
- Describe the forms and structures of joint ventures
- Describe the circumstances in which a joint venture might be a suitable market entry strategy

**Chapter 8: Finding the Right Partner—Completing the package**

- Identify the resources available for finding and selecting partners
- Establish the criteria and characteristics for selecting partners
- Determine areas in which partners can bring benefits to international trade
- Conduct due diligence, screen and shortlist potential partners

**Chapter 9: Negotiating a Partnership Agreement—The rules of the game**

- Take part in a basic partnership negotiation
- Identify the major negotiating elements of a partnership agreement

**Chapter 10: Managing International Business Operations—Making it work**

- Establish performance-monitoring and management criteria for export market relationships, including suppliers
- Prepare a communications plan
- Identify strategies for keeping international partners motivated
- Develop a framework for conflict resolution

**Chapter 11: Exit Strategies—Degrees of separation**

- Identify the criteria for modification or termination of export market relationships
- Apply market exit options to partnership contracts
- Describe how a company can withdraw from a partnership, contract or investment legally