

A TYPICAL PROCESS IN OPENING A NEW OVERSEAS MARKET, CONTACTING THE RIGHT CONTACTS THROUGH EXPERT DATA SEARCH, INTRODUCTIONS, OBTAINING FEED-BACK, DISCUSSIONS AND ENGAGING IN POTENTIAL ENQUIRIES AND BUSINESS.

**GLOBAL
BUSINESS EXPANSION
PROCESS FLOW**

	OBJECTIVE	DELIVERABLES	TIMELINE
STAGE 1	MARKET ASSESSMENT	FINALISING TOP PRIORITY MARKETS AND A LIST OF TARGET CUSTOMERS	2 WEEKS
STAGE 2	TARGET CUSTOMERS AND THEIR CONTACTS	ESTABLISHING CONTACT INFORMATION OF TARGET CUSTOMERS WITH IN 2 WEEKS THROUGH DATA TRANSFER FROM EXPERT SEARCH AGENCY IN EUROPE	2 WEEKS
STAGE 3	ADVANCED DISCUSSIONS	INTRODUCTION TO POTENTIAL CONTACTS OF TARGET COMPANIES PRELIMINARY DISCUSSIONS AND ESTABLISHING CONTACTS OBTAINING INTEREST /PRELIMINARY MEETINGS USING EXPERTS LOCALLY	3 WEEKS
STAGE 4	VISIT PROGRAMME	MEETING ALL POTENTIAL COMPANIES WHO HAS INTEREST AND BUSINESS POTENTIAL	2 – 3 MONTHS
STAGE 5	FOLLOW-UP AND CONCLUSION	FOLLOW-UP TILL LOGICAL CONCLUSION OF THE ENQUIRIES	3 - 12 MONTHS

MARKET ASSESSMENT	<ul style="list-style-type: none"> Understanding Target Customers with the Helps of Market Assessment Tools Targeting Customers Who did not Respond Earlier
TARGET CUSTOMERS & INTRODUCTION	<ul style="list-style-type: none"> Establishing Contact Details of Specific Contacts of Target Customer (Eg. MD, Purchase / Marketing Managers) Introduction & Engagement Through Local Experts
ADVANCED DISCUSSIONS	<ul style="list-style-type: none"> Follow-up Introductions with Specific Questionnaires and Queries Obtaining Feedback & Prioritising the Actions Required
VISIT PROGRAMME AND MEETINGS	<ul style="list-style-type: none"> Based On Feedback, Targeting Further Discussions with key contacts and Arranging A Visit Programme & Planning the Market visit
FOLLOW-UP & CONCLUSION	<ul style="list-style-type: none"> Long Term Support Based on Results Offering result Oriented Support Using Local Specialists and Sector Experts Supporting Long Term Relationship Development with Key Clientele

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