

The India Marketing Strategy Scholarship Programme

5 - 10 February 2012

Application deadline date: 31 October 2011

Market Visit Support (MVS) financial assistance of £550 is available for eligible companies. Please see page three for further details.

India may be a complex and challenging market but it is one that cannot be ignored by UK companies that are seeking to expand and go international. India's economy is one of the fastest growing in the world, with a rapidly expanding consumer class.

The India Marketing Strategy Scholarship Programme, organised by UK Trade & Investment, offers UK businesses the opportunity to attend a specially designed executive programme at the S.P. Jain Institute of Management and Research (SPJIMR), Mumbai, India for an intensive five-day course.

The programme is designed to present the latest marketing management theories and case studies, with the help of renowned lecturers, and guest speakers from industry.

Purpose of the Programme

The programme aims to ensure that UK small and medium size companies (SMEs) understand the importance of effective marketing in India. It identifies the issues they must consider and actions which must be taken to develop an effective marketing strategy to enable a long-term trading relationship in this challenging market.

The course will be tailored for companies interested in developing business-to-business (B2B) and business-to-consumer (B2C) marketing strategies covering the latest developments in:

- Marketing to the Indian customer – customer psychology
- Developing a competitive marketing strategy
- Building customer value models
- Developing segmentation and positioning strategies
- Managing market offerings
- Media trends, advertising and marketing communications
- Pricing approaches
- Providing superior value with adaptive channels
- Building and sustaining working relationships
- Developing and using defensive strategies
- Identifying and predicting the strategies of competitors, and
- Thinking through and implementing e-business strategies.

The programme provides an excellent opportunity to exchange marketing ideas and skills with a diverse group of individuals.



Each topic is thoroughly grounded in a discussion of the relevance of marketing research and consumer behaviour analysis to the decision making process. The course will then be followed by:

a) A week's executive attachment - having studied the theory, the second week takes the form of an executive attachment to an Indian company with the appropriate sector to see the marketing process in action.

OR

b) Individual Overseas Market Introduction Service (OMIS)* - tailored to the needs of each individual business.

*See page two for more details around our OMIS programme

Why Apply?*

- Compete more effectively in India
- Enhance marketing skills for India
- Develop a realistic marketing strategy for India
- Learn from a leading Indian business school
- Learn more about Indian business culture
- Meet and share experiences with fellow UK executives
- Network with Indian business people.

Who should Apply?*

This course is specifically aimed at managers who can influence the strategic decision-making process in their company. Participants come from a variety of industries and have different levels of marketing experience.

*See page three for full eligibility criteria



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What is Provided?

The programme is supported by the London and South East regions of UK Trade & Investment

- Scholars are awarded a one week programme at the SPJIMR, Mumbai from **6-10 February 2012**
- The cost of tuition and accommodation is included
- Flight costs will be met by participants but may be eligible for UK Trade & Investment's Market Visit Support
- Candidates and their employers will be expected to meet the travel and subsistence costs of the following week's business placement/Individual OMIS
- Candidates will be responsible for ensuring their passports are correct and up to date and that they obtain an Indian visa before travel
- Companies not eligible for a scholarship may be offered a place for a fee of £950 with flight and accommodation costs to be met by the candidates and their employer.

What is Expected?

- Scholarship winners must conform to the requirements of the SPJIMR and, if applicable, the Indian company to which they are assigned
- They must complete the course, and (if successful in finding a placement) the executive attachment or commission an Individual OMIS
- Candidates and their employers are expected to identify a suitable Indian company for the second week's executive attachment or commission an Individual OMIS
- They must attend a pre-departure briefing in London on **10 January 2012**
- They must produce a detailed report six months after completing the scholarship, reflecting the benefits gained for the company and the individual.

Application Procedure

Applications forms with supporting documents must be returned by the closing date of **31st October 2011**.

Late applications will not be considered.



Selection Process

Places will be awarded to those candidates and companies best placed together to take advantage of this significant opportunity. The first stage selection will be made on the basis of the application forms received. Those shortlisted will be invited for interview at UK Trade & Investment in London.

Interviews will be held on **14, 17 and 18 November**.

***OMIS** - An OMIS enables you to utilise our global network to carry out research and analysis work to your specific requirements. Our cost-effective service can enable you to conduct background research on the market size and conditions in your sector, assess competitors, partners, distributors, locate customers and new business opportunities and secure introductions, set up local visit and meeting programmes, utilise Embassies for product launches and receptions and work with local UKTI commercial officers.

Please complete the registration form on page three to receive further details (including costs) and a full application form to enter into the selection process.



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Name	
Company	
Address	
Postcode	
Email	
Telephone	
Website	
Number of employees	
If you are working with an International Trade Adviser please state their name	
Where did you hear about this market visit?	<input type="checkbox"/> UKTI email <input type="checkbox"/> UKTI website <input type="checkbox"/> Event <input type="checkbox"/> Other _____

ELIGIBILITY CRITERIA

The India Marketing Strategy Scholarship Programme is open to established companies who have identified opportunities or are currently trading in India, and have a clear plan for India. It is aimed at senior managers who will be able to direct and influence the marketing strategy of the organisation.

An SME company is defined as having an annual turnover of less than €50 million and fewer than 250 employees. Subsidiary companies are not eligible, or companies currently not active or considering international trade.

REGISTRATION OPTIONS

Use this form to **register your interest** in the programme. **A full brochure and application form will be sent to eligible companies outlining the selection criteria and support available.**

Entries received after the submission deadline will not be considered, so please ensure you apply in good time.

Places will be awarded to those candidates and companies best placed together to take advantage of this significant opportunity.

EMAIL

Please scan and return this form as an attachment to **indiascholarship@uktilondon.org.uk**.

FURTHER INFORMATION

For further information please contact:

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 UK Trade & Investment
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DATA PROTECTION ACT 1998

Information regarding the collection, use, disclosure and processing of personal data is to be found in the Privacy Statement on the UK Trade & Investment website www.ukti.gov.uk. Having seen the website, please tick the following boxes if you do not wish your details to be used for marketing purposes [], passed to Business Link (or your equivalent national body), any carefully selected UK based Trade Association or Chamber of Commerce or business partners [] or transferred outside UK [].