



MARKETING  
INSTITUTE OF  
SINGAPORE

BUSINESS MANAGEMENT WORKFORCE  
SKILLS QUALIFICATIONS (WSQ)

**Date:**  
3–4 Jul 2013  
25–26 Sep 2013

**Course Fee:**  
S\$800.00

**For Course Enquiries**  
Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
6327 7586 / 583/ 582

Fax:  
6327 9741

51 Anson Road #03-53  
Anson Centre (S)079904

## International Sales & Marketing Strategies – How to Enter Foreign Markets

### Why You Should Attend This Course:

If your dream is to run a business beyond the size of the Singapore domestic market, this is the course for you and your senior marketing and sales directors or managers.

The course will take you through the process of identifying the right market to enter and how you can do so. It starts with surveying the environmental factors governing the market that you have chosen to enter such as its government regulations, who would be your competitors, the supplier and distribution network and, most importantly, the characteristics of your target customers, how these customers are different from people in your own market in terms of their earning power and their habits of spending and saving.

The facilitator will guide you in matching market potential to your organisational capabilities so that you will be able to develop a plan that's right for your organisation. You will also learn how to continually review your overseas performance and make corrections so as to keep in line with your organisational objectives.

**International Sales & Marketing Strategies – How to Enter Foreign Markets** is a national competency unit from the Business Management (BM) Workforce Skills Qualifications (WSQ). It is suitable for any Level 5 executive, manager and director who holds responsibilities for entering foreign markets.

### Learning Outcomes:

Upon completion, participants will be equipped with the knowledge and skills to help them develop a systematic method to approach the various steps in developing strategies for entering foreign markets. Competency elements covered in this unit includes:

- Assess international business opportunities in terms of potential value to the organisation
- Evaluate strategic options and risk factors for international business opportunities
- Design and establish international sales and marketing operational plans aligned to organisational strategies and objectives
- Monitor and review international sales and marketing operational plans to identify potential refinements

### Course Outline:

#### Introduction and Overview

- While this is a competency course, it is grounded in sound theory such as Porter's Diamond, Harvard Prof Michael Porter's landmark theory on the competitive advantage for organisations.
- Assessment requirements are based on the Learner's ability to provide three types of evidence – Product, Process and Knowledge.

#### Assess international business opportunities in terms of potential value to the organisation

- Review the global landscape to identify potential international market opportunities
- Evaluate whether these opportunities fit with the organisation's capabilities
- Shortlist areas for exploitation

#### Evaluate strategic options and risk factors in entering a foreign market

- Select the right strategic option which may range from low risk entry alternatives such as licensing and franchising to higher risk methods such as joint ventures, corporate takeovers and setting up subsidiaries
- Evaluate risk factors which could extend over the entire eco-system of the business from the macro to the micro. Examples of the former are political stability, the extent of corruption, social and cultural factors as well as economic issues relating to trade barriers and the regulatory environment. Micro-environmental issues relate to the sophistication of competitors, the availability of suitable manpower including their ability to understand foreign languages (especially yours), the banking system and the transportation infrastructure.

#### Design and establish international sales and marketing operational plans aligned to organisational strategies and objectives

- Ensure that the objectives of the foreign venture are aligned to the organisation's strategies and objectives
- Assess whether the organisation's strengths can be transferred to the new market
- Develop the right marketing strategies for the foreign market in terms of the 4P's of product, price, promotion and place

#### Monitor and review international sales and marketing operational plans to identify potential refinements

- Conduct regular review of marketing strategies to assess their relevance as the foreign market matures
- Evaluate key performance indicators in the context of the changing environment

### Who Can Benefit?

Marketing & Sales Directors and Managers of both large companies and SMEs (small and medium enterprises) who have the responsibility for growing their organisations through entering overseas markets. The course will also be suitable for CEOs and CFOs who do not include marketing in their titles but are still responsible for their organisation's business growth.





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## International Sales & Marketing Strategies – How to Enter Foreign Markets

### Learning Methodology

Participants will be assessed after they have mastered a particular competency through written assessments and oral interviews. A Competent or Not Yet Competent assessment will be given at the end of each competency unit to confirm if participants have acquired the skills and knowledge of the subject.

### Certification

Upon successful completion, participants will receive a Statement of Attainment (SOA) in BM WSQ International Sales & Marketing Strategies – How to Enter Foreign Markets.

### Course Fee Funding\*

SDF – 50% of course fee capped at \$15/hr  
Absentee payroll – 80% of hourly basic salary capped at \$4.50/hr

\* For company-sponsored Singaporeans and PRs only

### Course Fee Support

SDF & Absentee Payroll +	SDF	Absentee Payroll
WSQ Certifiable Courses for PMET level	50% of course fee capped at \$15/hr	80% of hourly basic salary capped at \$4.50/hr

Workforce Training Support (WTS) ^	SDF	Absentee Payroll
Earning \$1,400 and below per month	95%	95%
Earning between \$1,401 to \$1,700 per month	90%	90%

+ For employer-sponsored Singaporeans and PRs only.

^ For employer-sponsored Singaporeans aged 35 years old & above. A copy of WTS / WIS notification letter and NRIC is to be submitted at point of registration.

### Course Duration

2 Days (18.08 hours)

Day 1: 8:30am–6:30pm

Day 2: 8:30am–6:30pm + 5 min Oral Interview per participant

This course will be conducted by subject matter experts who are fully ACTA certified by WDA.

### WSQ Level Guide:

WSQ Level	Typical Responsibilities	Job Roles
6	Directs business strategies and endorses policies and plans	Chief Executive Officer, Chief Finance Officer, Chief Communications Officer, Chief Operating Officer, Chief Audit Executive
5	Provides input to and coordinates with leaders at Level 6, develops business strategies and plans, reviews and evaluates plans	Finance Division Head, Human Resource Director, Marketing Director, Project Sponsor, Vice President, Licensing Head
4	Implements and monitors organisational programmes and recommends solutions	Sales Manager, Finance Manager, Project Manager, Assistant Manager, Relationship Manager, Programme Manager, Research & Development Engineer
3	Executes plans, policies and procedures, applies knowledge of concepts and provides feedback	Finance Executive, Analyst, Associate, Project Lead, Project Executive, Team Leads, Junior Relationship Manager, Patent Engineer, IP Administrative Officer

# REGISTRATION FORM



**EXECUTIVE DEVELOPMENT PROGRAMMES**  
 Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

**Register for 3 or more participants and enjoy 5% discount!**

<b>International Sales &amp; Marketing Strategies</b> <input type="checkbox"/> 3-4 Jul 2013 <input type="checkbox"/> 25-26 Sep 2013    (8.30am to 6.30pm) <b>S\$800 (subject to 7% GST)</b> <b>Includes lunch &amp; refreshments</b>		<b>*Approved for SDF funding and Absentee Payroll</b> Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Participant(s) Name</b>	<b>Designation</b>	<b>E-mail</b>	<b>Contact No.</b>
1)			
2)			
3)			
Company:			
Billing Address:			
Contact Person:	Designation:		
Tel:	E-mail:		
How did you know about this course? (You may tick more than one)	<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____		

## Administrative Details

### Registration

**Register Online @ [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)**  
 The fastest and most effective way to register for our courses is via our online registration form.

### Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

### Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

### MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: [membership@mis.org.sg](mailto:membership@mis.org.sg).

### Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

### Course Venue

All courses will be held at the Marketing Institute of Singapore, **410 North Bridge Road #06-00 Singapore 188726** unless otherwise stated.

### SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg).
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

### Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

### Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

### Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call **6411 1623 / 622 / 621**.