

Background



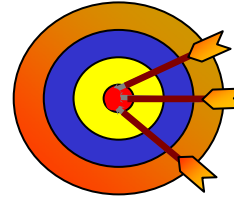
It is not uncommon to start operating in the domestic market

before going international. Management activities are the same and business tasks are unchanging when growing to the level of exporting. However, it makes a difference in the choice of critical tasks on which a manager should focus in making resource decisions based on the strategy of the enterprise. The identification of critical tasks for a specific business strategy is the most challenging part for managers so as to make resource decisions. Because of that managers face difficulty when promoting their enterprises to the export market.

This course would help managers as a reference model for their selection of critical tasks based on encountered problems. Furthermore, managers would get a framework for resource allocation decisions for managing a competitive business for overseas

Course Objective

At the end of this training participants of this training will be able to:



- define their businesses,
- Distinguish the differences between the critical tasks of a business for domestic market vis-à-vis an export market.
- Build expertise in resource decisions with careful allocation on priority tasks,
- Organize their businesses to meet the export market requirements better than competitors.

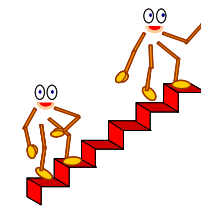
Whom is the course for?



This training is useful for owners and managers of

enterprises who are planning to go interna-

tional. Since the training starts with defining a business and giving a general framework of the business, a background in business management studies isn't mandatory.



However, only those managers who have the passion to continuously improve their competencies to manage businesses and are willing to use the skills acquired should apply for the course. Since the training is very participatory, those who apply for the training are expected to share experiences based on given frameworks.

Duration of the course?

The training takes 18 hours in a duration of three days for busy managers. More detailed courses will be designed on request.

Cost?

The cost of the training is USD 250 including light lunch and refreshment.

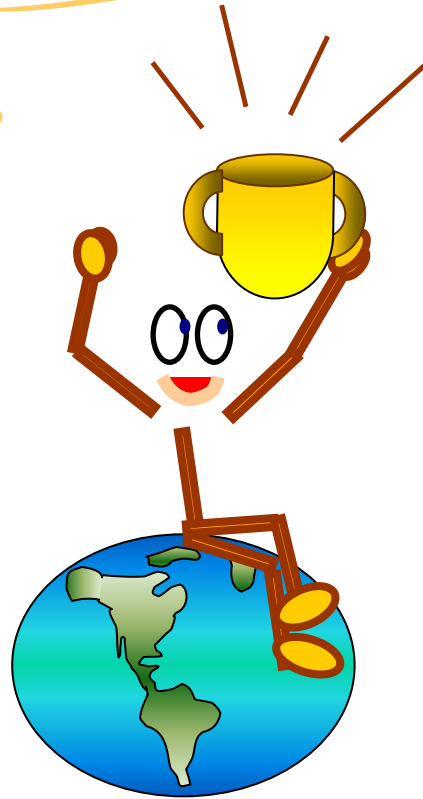
Expected Outcome

The outcome of the training will be based on the effort of the trained manager to use the skill acquired through this training.

Since the training will give the manager a step-by-step guideline on the implementation of the lessons learnt, those who implemented will have realized:

- The need to plan for the fulfillment of missing resources,
- The need to consider the appropriate allocation of resources on the priority task which is responsible for resolving encountered problems,
- Give equal value to their suppliers as much as the weight given to buyers;
- Plan to build competitive strategies over both suppliers and buyers;
- Respond to the needs of buyers with creating coherence between the marketing and production functions of their enterprise.

Build your overseas market!



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