



International marketing plan

Ref C18ANGPMKG

International marketing plan

Formations courtes

Tous niveaux	2 days (14 hours)
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Which marketing strategies will help the Company attain its overall strategic objectives ?

Objectifs

- Prepare an international marketing plan for products, brands and markets aligning human, technical and financial considerations.
- Market Analysis focusing on prospective environment and evolution.
- Sequence the step for creating a marketing plan.

Pour qui ?

All marketing and commercial managers, product managers, business executives.

Prérequis

English B1 (Intermediate English) : can understand the main points of clear standard input on familiar matters regularly encountered in work, leisure, etc.

Programme

Executive summary

- Brief overview of the proposed plan for management review.
- Main goals and recommendations.

Country introduction

- Geographical setting ; relevant history ; social institution ; living condition ; language(s)...

Economic analysis

- Population.
- Economic statistics and activity.
- Developments in science and technology.
- Channels of distribution (macro-analysis).
- Media.

Current marketing situation

- Major market segments, size, customer needs and buying habits.
- Product performance: sales, prices, gross margins.
- Competition: major competitors, their strategies, product mix, market share.
- Distribution: recent sales trends, developments in major distribution channels.

Threats and opportunities analysis

- Identify the main threats and opportunities that might impact markets, products, and customers.

Marketing strategies

- Specific strategies for target markets.
- Positioning of products and brands.
- Designing appropriate marketing mix and marketing budgets driven by major markets.

International marketing plan

- Marketing objectives.
- Product adaptations / modification.
- Promotion mix.
- International distribution.
- Local channel distribution.
- Price determination.
- Terms of sale.
- Methods of payment.
- Action programs.

Budgets

- Projected profit and loss statement.

Controls

- What controls will be used to monitor progress.
- Conducting audits.
- Making changes.

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Prochaines sessions