

DEARIN & ASSOCIATES

INTERNATIONAL BUSINESS LAUNCHPAD



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The International Business Success Launchpad is a one-day workshop for established companies looking to take their business into fast-growing international markets.

We know that small and medium sized businesses often don't have the time or resources to structure an in-depth market-entry plan alone, and this stops them from capitalising on opportunities in new markets.

Using Dearin & Associates' *Seven-Step Framework for International Business Success*, the program is designed to help you answer the following questions with confidence.

Is our company ready to enter a new market? Do we have the skills, expertise and funding to do so?

Are we confident that we have chosen the right country?

Are we sure that our product or service is right for the target market?

Do we really understand what customer in the market want, and why?

Are we equipped to deal with the cultural nuances of the target market?

How does the regulatory framework of the target market affect our business?

Do we have a cohesive strategy for market entry?

Our experience has taught us that companies that can answer 'yes' to these questions have a much higher chance of going on to be internationally successful.

By the end of the workshop, you should know what information you will need to assess whether you are:

- Ready to enter a new market
- Sure that you have chosen the right market
- Confident that your product or service will work in that market
- Prepared to meet customer expectations in the new market want
- Equipped to deal with the cultural nuances of the target market
- Up-to-date on the regulatory framework of the target market
- Prepared to implement a carefully designed export strategy

WHEN AND WHERE?

Check our website for details of upcoming workshops:
www.dearinassociates.com/events/workshops

HOW TO REGISTER

We are looking for established, successful companies who are looking to expand into emerging markets to join us.

1. Complete our Strategy Stress Test:
www.dearinassociates.com/strategy-stress-test
2. Register for an upcoming workshop:
www.dearinassociates.com/events/workshops

For more information, contact us on **+612 8076 4660**
or info@dearinassociates.com

ABOUT US

Dearin & Associates is an international business consultancy that helps companies to succeed in fast-growing emerging markets, particularly the Middle East and North Africa (MENA).

We specialise in market entry for companies targeting fast growing emerging markets, particularly in the MENA region. We help clients to succeed in international markets using our seven-step *Framework for International Success*. We work with companies to ensure that they are:

- Ready to enter a new market
- Sure that they have chosen the right market
- Confident that their product or service will work in that market
- Familiar with what customers in the new market want
- Equipped to deal with the cultural nuances of the target market
- Up-to-date on the regulatory framework of the target market
- Prepared to implement a carefully designed export strategy

We work with companies and institutions from a broad range of sectors. Here's what they say:

“A seamless and tailored approach from start to finish – all we needed to do was show up.”

– Mark Saba, Anecsys Translation