



SHED TO SHIP
EXPORT ADVANTAGE

PRESENTED BY



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SHED TO SHIP 'Export Advantage'

PROGRAM SYLLABUS 2016-17



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OVERVIEW

The Framework

Taking your product from a successful domestic operation into overseas markets requires a very different sales strategy than the one you have applied to your local market. Market opportunities, cultural engagement protocols and sales approach varies widely with each and every country. Add to that the intellectual property considerations, legal compliance, packaging and logistics strategies and the rest – it's a process that means a steep learning curve for most. Shed to Ship navigates all of this for you.

In the two streams on offer, **WORKSHOPS** and **INDIVIDUAL COACHING**, participants will develop their export arsenal to ensure 100% preparedness to take their product to the world.

Program Outcomes

By the end of this program:

WORKSHOP participants will learn the fundamentals of export and will be guided through the development of their own export strategy, with real-time application of the tools acquired throughout the program.

INDIVIDUAL COACHING participants will finalise their export plan, gain up-to-date data and insights into market conditions, determine key risks and opportunities, and be fully prepared to push the 'go' button.

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PARTICIPANTS

Owner-operators seeking insight into their export opportunity

Shed to Ship provides owner-operators who have an already established domestic business operation with robust insights into the fundamentals of developing their export strategy. This might be the business' first foray into export, or they may already be exporting but wanting to up-the-ante on their strategy.

Sales or Business Development Managers charged with developing an Export Plan

Individuals currently fulfilling the sales and marketing function in a business will quickly gain knowledge and expertise through Shed to Ship to develop a comprehensive and actionable export sales plan which aligns with their existing domestic sales and marketing strategy.

CEOs and CFOs needing a sophisticated strategy to scale their business in international markets

Decision makers will benefit from understanding how to best model their businesses, analyze their export market potential, and create a risk-managed and highly strategic plan, with five Shed to Ship export specialists on tap, to generate sales through international channels.



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SYLLABUS | STREAM ONE | WORKSHOPS

Made for

Small to medium sized businesses beginning their exploration into export, or those already exporting but wanting to enhance their skills to finesse their strategy.

Outcomes

- Self-development of your own export plan throughout the course of the program, using all the tools, learnings and strategies obtained throughout the program.
- Access to CVEN's experts during the workshops for questions and trouble-shooting.
- CVEN expert review of your draft plan, and provision of recommendations to enable you to finalise your strategy.

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PROGRAM OUTLINE

UNIT 1: Preparing for export

- Why export?
 - The importance of an Export Development Plan
 - Finance
 - Planning and strategy development
 - Researching markets
 - Shortlisting markets
 - Market entry options
 - Marketing and presentation materials
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UNIT 2: Cultural insights & Government assistance

- What is business culture and how it differs in Europe, United States, the Middle East and Asia
- Cultural marketing and using this knowledge to strengthen competitive advantage
- Tips to leverage tradeshow participation
- The Export Market Development Grant [EMDG]
- Options for additional government assistance



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PROGRAM OUTLINE

UNIT 3:

Freight & logistics

EXPORT LOGISTICS

- Export freight terms
- Costs explained
- Tips and tricks

EXPORT PRICING

- Gathering information
- Assessing what influences your price
- Costing models
- International rules for the interpretation of trade terms (Incoterms)

UNIT 4:

Export documentation

- Export documentation mandates
- Risk management strategies
- Payment options



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SYLLABUS | STREAM TWO | INDIVIDUAL COACHING

Made for

Medium-sized to large businesses with a well established domestic operation that require insights and strategy development across all disciplines of international commerce. You may have dabbled before in export with nominal success, or be seeking to develop a comprehensive first-time strategy that works.

Outcomes

- In depth analysis of your competitors and most viable export markets
- Development of a high level export plan
- Strategy development, input and implementation by CVEN's five professional export advisors

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PROGRAM OUTLINE

STAGE ONE: Situation analysis

DEVELOP YOUR VALUE PROPOSITION

The international market place is highly competitive and you need to identify what it is that makes you stand out from the crowd. We work with you to identify your unique selling proposition and how that meets the needs of your desired customers.

A STRATEGIC BUSINESS REVIEW

We gather information about your business, your product and the key industry drivers. We identify what your business does well, and what areas in your business that our team can help develop. We assess your production capacity and capabilities, define your customer base, dissect your supply chain, assess your domestic product positioning, conduct a financial assessment, and agree on short-term objectives and long-term goals.



PROGRAM OUTLINE

STAGE TWO:

Strategic planning

EXPORT DEVELOPMENT BLUEPRINT

Once we have undertaken a strategic review, our advisers will work to build a business development plan. Markets of opportunity are identified based on market research and our direct experience. The competitive landscape is evaluated. Country entry requirements are assessed and key markets are shortlisted. The plan outlines:

- Your business capacity and capabilities
- Selected markets, including market overviews and detailed analyses
- Competitive analysis
- Market entry strategies
- Payment strategies
- Compliance
- Freight and logistics
- Incoterms
- Export documentation
- Foreign Currency
- Risk Management and Intellectual Property
- Pricing strategies
- Marketing strategies and key promotional export events

COMMERCIAL STRATEGIES

Our advisers work to develop pricing policies based on the outcomes of the competitive review.

IP protection, legal compliance, packaging and logistics strategies are established to ensure your offering is clear, well positioned and profitable.



PROGRAM OUTLINE

STAGE THREE:

Export marketing

MARKETING & EXPORT PROCEDURES

Our marketing team aligns your communication messages to ensure your value proposition is clear and culturally relevant. Export procedures, documentation and contract templates are drafted to ensure your interests are protected.

Successful marketing is very different in Asian countries. We will help you finesse your proposition to pitch your message right, avoiding any embarrassing or offensive cultural mistakes that could cost you the sale.

CUSTOMER ENGAGEMENT & GROWTH

Our team are experienced in international trade and have an impressive track record. They work with you before and after each customer meeting to support your cultural learning and drive business growth.

Meeting with qualified international buyers and, where possible, engaging international trade and networking events, are a part of the engagement process.

STAGE FOUR:

Training

TRAINING

Learn the practicalities of export and what is required to set-up a functioning export unit within your business. The training will incorporate:

- Expansion into exports and avoiding costly mistakes
- Internal export systems and staff training needs
- What are "market entry strategies"?
- Payment strategies and terms
- Delivery terms
- Export documentation
- Pricing and negotiation
- Cultural differences
- Promotional strategies



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FAQS

Why is this program relevant today?

There is a myriad of export programs on offer from various government and private organisations, but they vary drastically in what they can actually deliver as an end result. This program works with you to develop a considered, risk-managed plan that aligns with your specific business needs, well before any product leaves the Australian shoreline. It is facilitated by CVEN's group of experts who have seen far too many export 'horror stories' of businesses wooed by programs that simply don't deliver. This is one of the key drivers for the development of this specific program.

Where will the program be held?

WORKSHOPS will be held at various venues in Geelong. **INDIVIDUAL COACHING** will be done within the participant's business headquarters as well as CVEN's offices.

When does the program start?

WORKSHOPS will commence in June 2016. The timings for **INDIVIDUAL COACHING** will coincide with the individual needs of each participant, but will commence from June 2016.

How long will the program take?

WORKSHOPS will be four units each of four hours' duration from June to September 2016. The **INDIVIDUAL COACHING** program will be of six-months duration. This program is highly tailored to the needs of each individual business and their preferred commencement date. Time for strategic planning and meetings will be guided by management and business needs.

What level of time investment is required of me?

At the end of each **WORKSHOP** unit there will be 'homework' assigned that aims to assist you in developing your own export plan. This may take between four to eight hours of your time outside of the **WORKSHOP** sessions, depending on how much of this information is readily available in your business. The **INDIVIDUAL COACHING** program will vary from business to business, and a schedule will be discussed upon commencement.



FAQS

Who are the program facilitators?

The Shed to Ship program has been created by CVEN, a team of international trade specialists with over thirty years' experience in helping Australian businesses explore and successfully open export markets. With the support and insight of twelve Greater Geelong shires, tourism and business associations, the program is a collaborative 'first'. Based in Melbourne, with a recently opened Geelong outpost, CVEN's track record includes achieving over \$6 million in sales to over thirty countries for their clients over the past four years, and they aim to emulate these successes for more businesses based in the Greater Geelong region.

The Shed to Ship program team includes five highly experienced members who will provide insights into their specific area of expertise at differing stages throughout each program stream:

SCOTT MCGILLIVRAY is an international business and export development veteran, with over 20 years' experience in helping companies create finely tuned export product promotion and placement strategies.

KERRY-ANNE JONES is an experienced senior manager and business owner/operator with extensive Economic Development, strategic planning and industry policy knowledge and skills.

ROFER YU migrated to Australia from Yunnan Province, China in 2008, taking roles managing the Chinese economic partnerships for regional Victorian shires. She continues to bring her background in business in China to the table as she provides regional export businesses with the necessary insights to understand Asian business culture and negotiation.

CHANDLER LAU was most recently a product manager responsible for \$AUD15m spend on a range of FMCG products dealing daily with the US, Germany, Italy, Thailand, the Netherlands, UAE and China. His skills lie in pricing, contract management, negotiation, research and analytics as well as multi-culture relationship management.

MADLINE SHELTON is an International Studies graduate from RMIT as well as at Tec de Monterrey in Mexico where she also worked for an International Trade Company, responsible for market research and channel development.

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FAQS

What is the cost of the program?

The Federal Government's Package Assisting Small Exporters has supported the Shed to Ship program through a grant, which enables the program to be offered at very accessible fees, approximately 85% less than commercial rates. Due to the grant, the two streams are offered at heavily subsidised rates. Please contact the Program Director for further information.

How do I apply?

Contact Scott McGillivray
Shed to Ship Program Director,
to secure your enrolment -
via email: scott@cven.com.au
via phone: 0409 314 362

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CONTACT

For further information, or to apply

Please contact:
SCOTT MCGILLIVRAY
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SHED TO SHIP
SUPPORTERS

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SUPPORTERS

Shed to Ship
'Export Advantage'
has been developed with the
insight and support of the
these organisations

