

International Market Entry Strategies



International Market Entry Strategies—FITTSkills International Business Course

Before you enter any foreign market, you need a well-researched and well-planned strategy. Our International Market Entry Strategies course will teach you how to evaluate potential markets based on your company's specific abilities and requirements, and then create a plan to enter the most suited markets smoothly and with confidence.

What you'll learn in this course

- How to perform corporate strategic-needs assessments.
- The steps for preparing a market entry strategy plan.
- Skills to help you identify and evaluate market entry options against your company's objectives and abilities.
- Tips for assessing barriers to entry, such as regulatory, legal, political and cultural issues.
- How to identify and evaluate appropriate partners and forms of partnership for various international ventures.
- Factors involved in setting up and managing international partnerships.

How the course works

Once you register for International Market Entry Strategies, you'll be given access to the self-led online video-lecture and your textbook in PDF format. You'll then have 3 months to work through the course at your own pace and complete the final examination. The exam is offered online in a multiple-choice format. **See full course outline below.**

What will I get when I register?

- An International Market Entry Strategies PDF textbook
- Access to a pausable and rewindable online video lecture
- 24/7 technical support
- Access to the final examination
- International trade competencies to help you compete in today's integrated global marketplace

How much does the course cost?

\$600 (\$550 for FITT General Members) plus applicable taxes.

How do I sign up?



Or visit fitt.ca/international-market-entry and click [Sign Up Now](#).

International Business Certification

Each FITTSkills course counts as a credit toward the educational requirement for the Certified International Trade Professional (CITP) designation. Visit fitt.ca/cerfication-citp to learn more.

Visit www.fitt.ca/fittskills-program for a description of the full FITTSkills program.
info@fitt.ca | 800.561.3488



FITT
Forum for International
Trade Training

International Market Entry Strategies



Chapter 1: Strategic Planning for Market Entry

- Introduction to Market Entry Strategies
- Strategic Planning for Market Entry

Chapter 2: Barriers to Entry

- Types of Entry Barriers
- Political and Legal Barriers
- Customer Barriers
- Environmental Barriers
- Economic Barriers
- Business Infrastructure
- Sources of Information
- Overcoming Barriers through Partnering

Chapter 3: Market Entry Strategy Selection

- Selecting the Right Market Entry Strategy
- Exporting
- Licensing
- Franchising
- Subcontracting
- Strategic Alliances
- Branch Offices
- Joint Ventures
- Greenfield Investment
- Mergers and Acquisitions
- Market Entry Strategies for Services
- Gathering Competitive Intelligence

Chapter 4: Agents, Distributors and Trading Houses Agents

- Distributors
- Making the Right Choice
- Evaluating Agents and Distributors
- Negotiating with Agents and Distributors
- Trading Houses
- Indirect Exporting Through Trading Houses

Chapter 5: E-Commerce

- What is E-Commerce?
- Advantages and Disadvantages of E-Commerce
- Setting Up an E-Commerce Website
- Organizing an E-Tailing Website
- Advertising and Marketing

Chapter 6: Strategic Alliances, Licensing and Franchising

- What are Strategic Alliances?
- Reasons for Strategic Alliances
- Disadvantages of Strategic Alliances
- Research and Development Alliances
- Purchasing and Marketing Alliances
- Distribution Alliances
- Licensing and Franchising

Chapter 7: Foreign Direct Investment

- Foreign Direct Investment
- Common Investment Vehicles

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- Greenfield Investments
- Mergers and Acquisitions
- Joint Ventures

- Terminating Investments
- A Graceful Exit

Chapter 8: Finding the Right Partner

- Analysis of Company Resources
- Identification of Gaps
- Defining Desired Partner Characteristics
- Determining Whether Companies are Complementary
- Finding Partners
- Performing Due Diligence

****Each chapter also ends with related exercises and resources**

Chapter 9: Negotiating a Partnership Agreement

- The Negotiating Process
- Elements of a Partnering Agreement

Chapter 10: Managing International Business Operations

- Monitoring Performance
- Partnership Communication
- Partner Development
- Motivation
- Conflict Resolution

Chapter 11: Exit Strategies

- Planning an Exit Strategy
- Exit Clauses Protection after a Partnership

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