



Canada-Indonesia

Trade and Private Sector Assistance Project (TPSA)

Trade in Services and Services Export Promotion Workshop

Session 3:

Roadmap for SME Service Providers: Getting Ready to Export



The Conference Board
of Canada



Government
of Canada

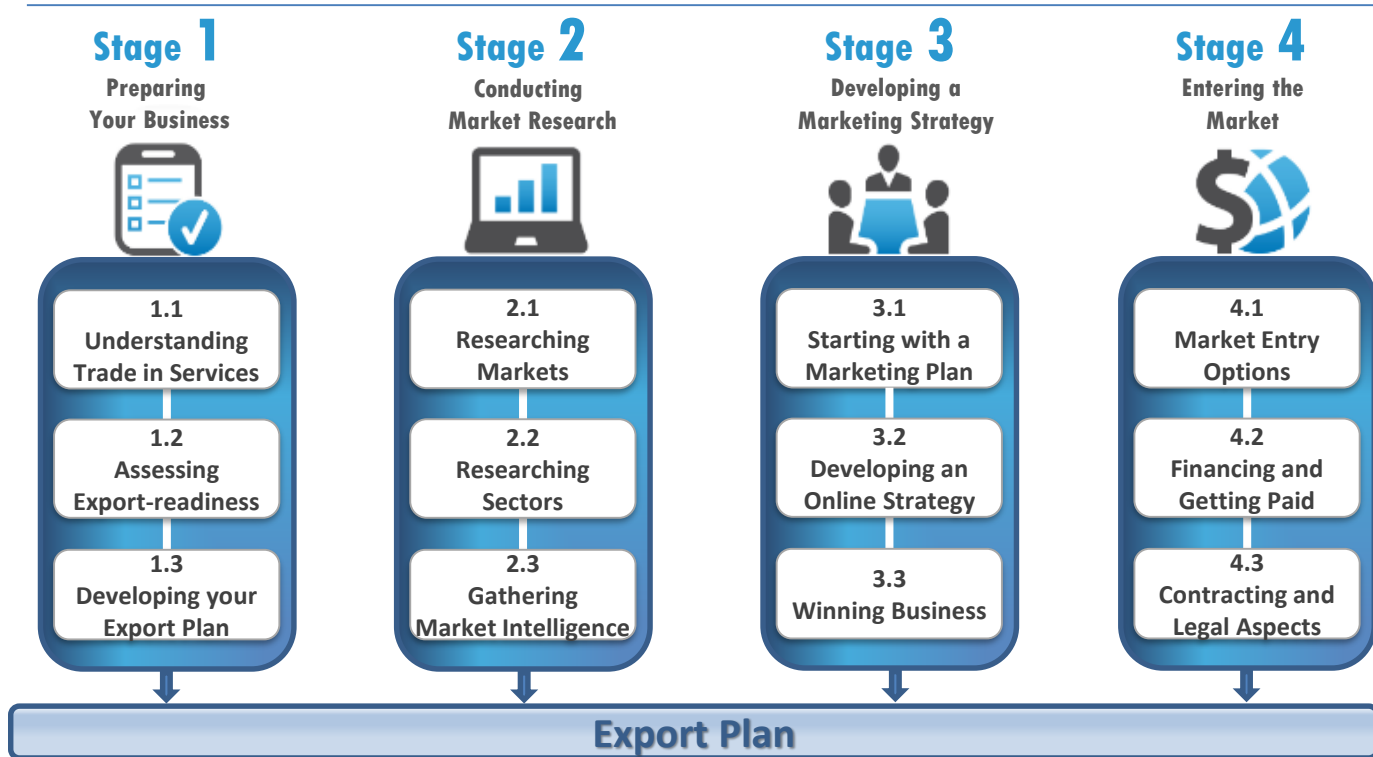
Gouvernement
du Canada





Roadmap for Exporting Services

The 4 Stages of Export Preparation





Examples of Services Exported

What are Indonesia's Competitive Advantages?

Business and Professional Services

- Accounting
- Advertising
- Education and Training
- Financial
- Legal
- Human Resources Management
- Management Consulting
- Market Research
- Marketing
- Real Estate
- Security
- Wholesaling/Retailing

Environment

- Environmental Assessment
- Environmental clean-up
- Renewable energy

Health-related

- Diagnostic and Telemedicine
- Health and Wellness Tourism
- Medical Transcription

ICT and IT Enabled

- Business process outsourcing
- Digital Animation
- E-commerce
- Graphic Design

Construction-related

- Architecture
- Design
- Engineering
- Trades
- Urban Planning

Creative

- Fashion and Design
- Film and Video
- Music and Performing Arts
- Visual Arts

Other?



Some Differences between Exporting Goods and Services

Factor	Goods	Services
Cultural factors	Product design and packaging	Interpersonal dynamics, gender, personal presentation
Local events	Trade shows	Conferences (as speaker), networking events
Media	Product advertising	Press coverage, magazine /news articles, blogs
Local partners	Production/distribution firms	Other service firms
Demonstrations	Sample product, specifications	Presentation of capabilities, qualifications, standards
Initial marketing by	Sales representatives	Firm's principals – raise awareness, profile, credibility
Distribution	Importer/distributor	Local partner, service provider



Constraints Affecting Service Firms

Same Constraints for Indonesian Firms?

Management	Service Offerings	Financing	Marketing	
<ul style="list-style-type: none">• Primarily MSMEs (usually 1-10 employees)• No clear objectives• Short-term thinking• Strengths/weaknesses• No business plans• Insular thinking	<ul style="list-style-type: none">• Quality standards• Differentiation• Branding• Intellectual property	<ul style="list-style-type: none">• Cost of travel• Cash flow position• Getting paid• Difficulty in accessing financing (no assets)• Ability to invest	<ul style="list-style-type: none">• How to market “invisibles”• Rushing to market unprepared• Technical skills but limited marketing skills• Access to market information and intelligence• Knowledge of market access requirements• Insufficient attention to marketing• Limited use of online strategies	<ul style="list-style-type: none">• Competitiveness• Strategic networking• Difficulty in establishing credibility• Knowledge re establishing partnerships• Weak proposal writing skills• Limited knowledge of pricing strategies• Limited use of ready-made templates
Mindset	Human Resources			
<ul style="list-style-type: none">• Confidence• Complacency• Lack of motivation• No sense of urgency• Prioritization• Time management	<ul style="list-style-type: none">• Recognition of professional credentials• Productivity• Mobility of personnel• Weak project management skills• Language and Culture			

However, exporting services can be easy for companies who are prepared!



Is Exporting Right for You?

Many questions need to be answered.
Taking the time to reflect on the answers will put you on the right path.

Do we have a
marketable
service?

How do we find
opportunities?

Can our business
be competitive on
a global scale?

Is our management team
committed to exporting?
Do we have sufficient
resources?

Who can assist?
Our government?
Our association?





Where do you See Your Business Next Year?



Indonesia?

- Successful in local market?
- Hesitant to venture into new markets?
- Scarce resources?
- Time and effort, no guarantee of success?



Regional?

- Some successes in regional market?
- Not sure how to expand?
- Limited time and resources?



International?

- Ready to venture a little further?
- Wondering what markets, what services, what clients?

Many new exporters jump into potential markets too quickly and unprepared - and fail. It is important to do the necessary preparatory work or you risk losing the investment of your time and resources.



Module 1.2 Assessing Export-Readiness

An export-ready business is one that has the capacity, resources and management to deliver a marketable product or service on a global scale at a competitive price.



The trick is to determine whether this is true of your company – and if it isn't, how to make it happen.



But we are too small to export!



Not true!

To succeed in international markets, you do not have to be a big firm.



Assessing Resource Requirements

Your
Expectations

HR
Requirements

Financial and
Legal Resources

Competitiveness

Evaluating Export Potential

Customer
Profiles

Service
Modification

Marketing

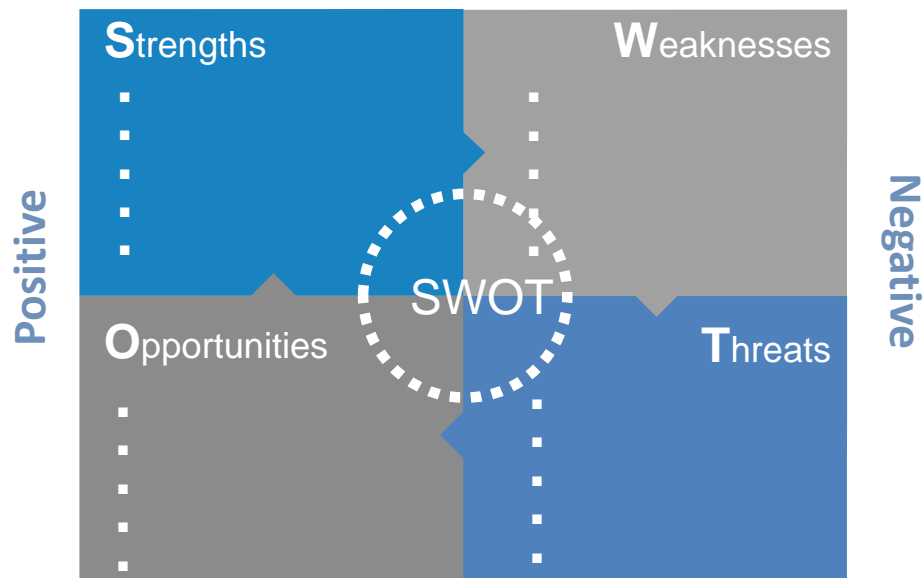
Local
Representation

Capacity



SWOT Analysis

Internal Factors
(About your business)



External Factors
(Factors beyond your control)



How Important is a Plan?

Can you imagine ...

- ... an architect without a blueprint?
- ... a teacher without a curriculum?
- ... a traveler without a map?
- ... a orchestral conductor without sheet music?
- ... an electrician without house plans?
- ... a workshop without an agenda?
- ... a project manager without an implementation plan?





Components of the Export Plan

The Roadmap is designed to make it easier to complete your Export Plan.

Stage 1

Preparing Your Business



- Company Description
- Business Overview
- Description of Services
- Client Profile
- SWOT Analysis
- Business Goals
- Export Readiness

Stage 2

Conducting Market Research



- Primary Target Markets
- Market Information
- Sector Intelligence
- Market Intelligence

Stage 3

Developing a Marketing Strategy



- Marketing Plan
- Promo Materials
- Online Presence
- Winning Business

Stage 4

Entering the Market



- Market Entry
- Strategic Alliances
- Market Visits
- Financing
- Contracting



Module 2.1 Researching Markets...Know before you go!

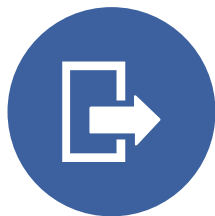


Applications of Market Research



Planning

- Business planning
- Marketing
- Resource requirements
- Online presence



Decision-making

- Service adaptation
- Marketing strategies
- Market entry options



Opportunities

- Market-specific
- Sector-specific
- Market visits



Cost-Benefit Analysis

- Reduce costs
- Reduce risks
- Break-even
- Maximize ROI



Focus Effort

- Domestic or international market
- Cost-effective activities
- Submitting proposals
- Resolve issues



Monitoring and Evaluation

- Customer satisfaction
- Monitor performance
- Analyse results
- Critical success factors
- Lessons learned



What is your Target Market?

Type 1

**Fast-paced,
competitive
economies**

G8, North America,
Western Europe

- Efficient service delivery
- Excellent quality assurance
- Need in-depth marketing plan

Type 2

**Relationship-based
markets**

Latin America,
Eastern Europe,
some Asian

- Relationship-based
- Cultural sensitivity
- Market development takes times but can be long-lasting

Type 3

**Developing
economies**

Africa, some Asian and
Caribbean countries

- Developing and changing economies, often dependent on IFI funding
- Market development takes time

Type 4

**Emerging
economies**

BRICs Countries,
Next 11

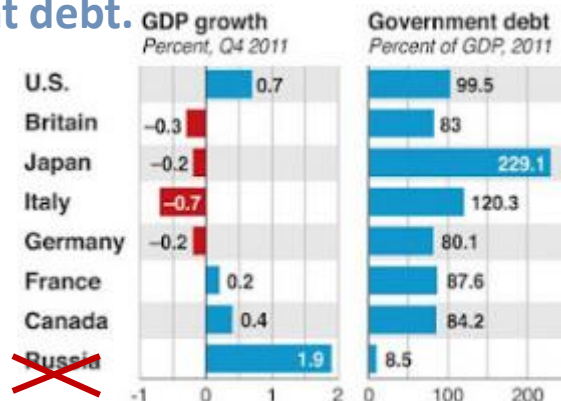
- Highly competitive due to population size and low costs
- Market development may need to be niche oriented



~~G8~~ now back to G7

G8 (1998-June 2015) – Russia recently ousted due to aggression in Crimea
Important to know – rich Russians investing in your country...be cautious...beware of economic sanctions!

The Group of 7 leading industrialized countries (G7) may seem like the ideal target because of their size and ability to pay. However, these markets are well-established, some are showing negative GDP growth, and high government debt.



Source: IMF, World Bank



BRIC Countries

The BRICS countries are five major emerging national economies (40% of world population).

Ask yourself: What are the pros and cons of targeting these markets? What can we learn?

Brazil

- Emerging market
- Close proximity to the Caribbean
- Language may be an issue
- Major issues - poverty and crime

Russia ?

- Expansionist tendencies
- Economic sanctions, strained relations with G8
- Corruption is a common complaint

China

- Emerging as economic power
- Strong in manufacturing
- Significant cultural differences
- Freedom of information challenges

India

- Commonwealth country
- Familiar practices
- English widely spoken
- Cultural considerations
- Inequality of wealth

South Africa

- Abundance of natural resources
- Transitioned to democracy
- Crime rate in major cities
- Distance to market

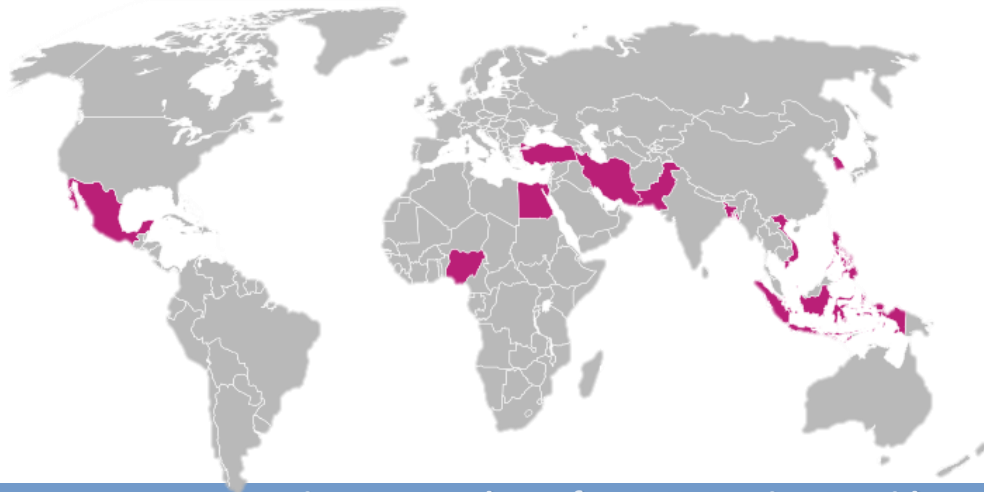




'Next 11'

Identified by financial experts as having a high potential of becoming, along with the BRICs, the world's largest economies in the 21st century.

Ask yourself: Should we be targeting these markets because they are the fastest growing? Will they be interested in our services, or will they become our main competitors?



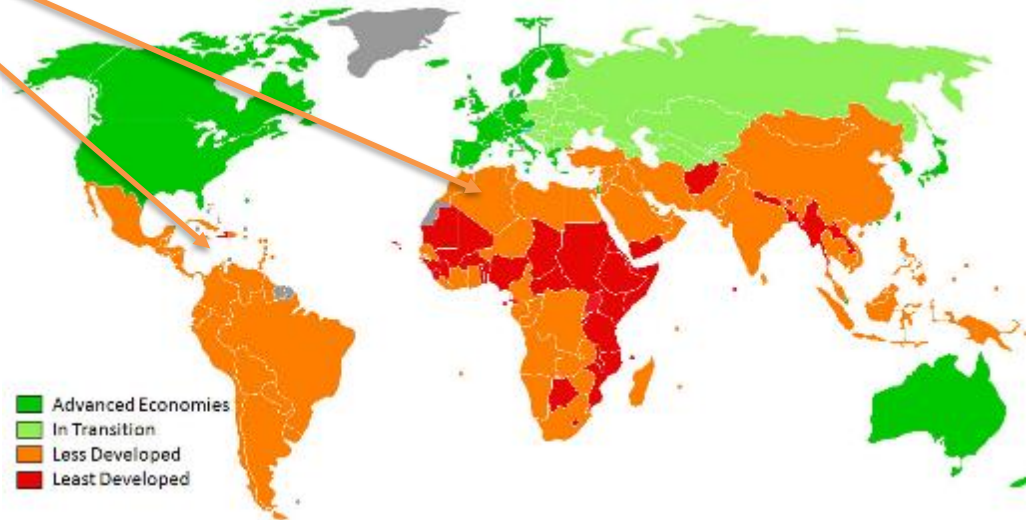
- Bangladesh
- Vietnam
- Egypt
- Nigeria
- **Indonesia**
- Pakistan
- Iran
- Philippines
- Mexico
- Turkey
- South Korea



Developing Economies

Typically, **these are nations** with lower GDP and an underdeveloped industrial base. Since the 1990s developing countries have tended to demonstrate **higher growth** rates than developed countries.

- Service firms may find IFI-funded opportunities in these markets
- It may be easier to do business in markets that are similar to our own



Ask yourself: Which of our current services can readily be adapted for these markets?
Who funds projects within these markets?



Sources of Market Information



Organizations

(Domestic and International)

- Trade promotion organizations
- Government line ministries
- Business support organizations
- Industry and sector associations
- International financial institutions
- Bilateral trade associations
- Banks and investment agencies
- Educational institutions
- Market research firms
- Competitors



Public Domain

(Print, online and other media)

- Newspapers (online and print)
- Trade journals
- Commercial market studies
- Trends monitoring
- Electronic bulletin boards
- Radio and television



Networks

(Past, present, future)

- Social media
- Other exporters
- Partners
- Alumni
- Diaspora
- Overseas students
- Overseas family members
- Surveys



CIA World Factbook

The CIA World Factbook provides information on the history, people, government, economy, geography, communications, transportation, military, and transnational issues for 267 world entities. It is a good place to start to find general information about countries/markets you may be targeting.



www.cia.gov



Doing Business in 189 Economies

The *Doing Business* is a World Bank initiative which provides objective measures of business regulations for local firms in 189 economies and selected cities at the subnational level.

Topics include:

- Starting a business
- Dealing with licenses
- Employing workers
- Registering property
- Getting credit
- Protecting investors
- Paying taxes
- Trading across borders
- Enforcing contracts
- Closing a business

Left Screenshot: Doing Business in Indonesia

WORLD BANK GROUP
DOING BUSINESS Measuring Business Regulations

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Doing Business in
Indonesia

This page summarizes *Doing Business in Indonesia 2016* data for Indonesia. The first section presents the Ease of Doing Business rank (out of 189 economies) and the distance to frontier (DTF)** measure, overall and by topic. The second section summarizes the key indicators for each topic benchmarked against regional averages.

ECONOMY OVERVIEW

REGION	East Asia & Pacific	DOING BUSINESS 2016 RANK	DOING BUSINESS 2015 RANK (0)	CHANGE
INCOME CATEGORY	Lower middle income	109	120	↑ 11
POPULATION	252,812,245			
GNI PER CAPITA (US\$)	3,650			
CITY COVERED	Jakarta, Surabaya			

DOING BUSINESS 2016 DTF (44 POINTS) (0) 58.12 DOING BUSINESS 2015 DTF (44 POINTS) (0) 56.73 CHANGE (POINT) (0) ↑ 1.4

Rankings Distance to Frontier Distance to Frontier - Jakarta Distance to Frontier - Surabaya

Right Screenshot: Doing Business in Bandung - Indonesia

WORLD BANK GROUP
DOING BUSINESS Measuring Business Regulations

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Doing Business in
Bandung - Indonesia

This page summarizes *Doing Business in Indonesia 2012* among 20 cities/regions in Indonesia. The rest of the tables summarize against regional and high-income economy (OECD) averages.

ECONOMY OVERVIEW

REGION	East Asia & Pacific	EASE OF DOING BUSINESS AMONG 20 CITIES
INCOME CATEGORY	Lower middle income	n.a.
POPULATION	252,812,245	
GNI PER CAPITA (US\$)	3,650.00	

www.doingbusiness.org



Module 2.2 – Researching Sectors

Information that increases understanding of a sector includes:

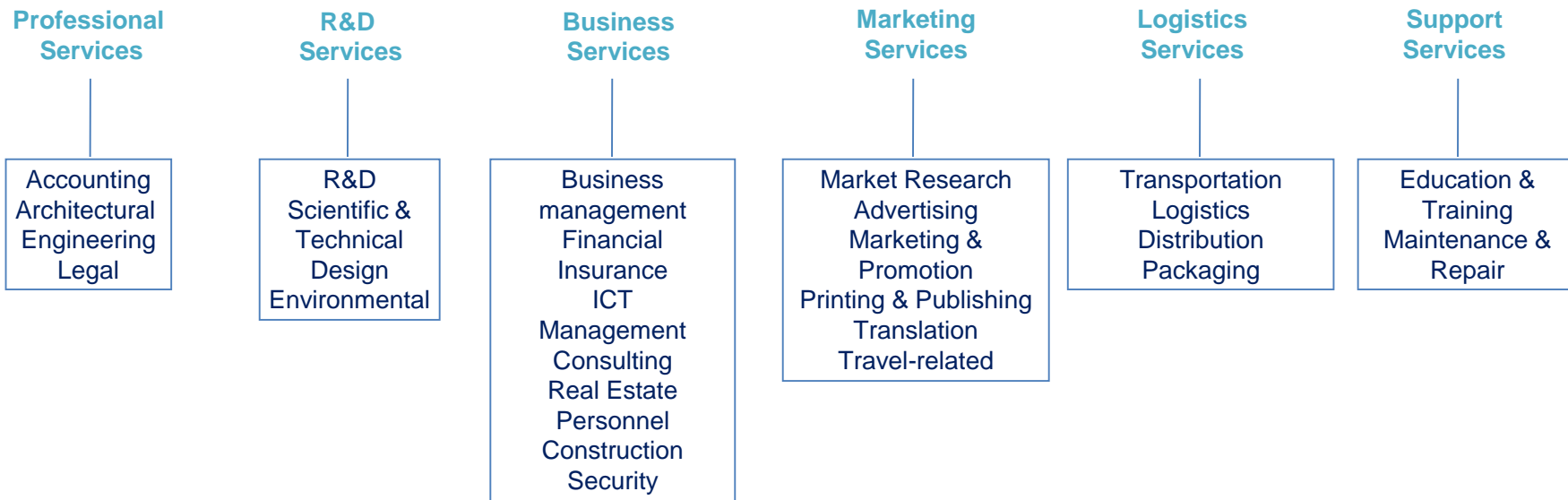
- Market size
- Demographics
- Key players
- Buying patterns
- Growth trends
- Opportunities
- Challenges
- Competitors
- Strategies





Services Supply Chain (in manufacturing)

An integral part of the manufacturer's business model (on average 45% value-added)



Do Indonesian manufacturers understand the contribution of services to manufacturing?



Information and Communication Technologies (ICT)

Information technology outsourcing in 2013 totalled US \$648 billion.

- IT Professional Services – US \$309B
- IT Infrastructure Management – US \$143B
- Application Development and Maintenance – US \$70B
- Insurance and banking sectors will be the sectors in which ICT outsourcing will increase the most in the near future
- Gaining access to new technologies and talent are strategic reasons noted for IT outsourcing

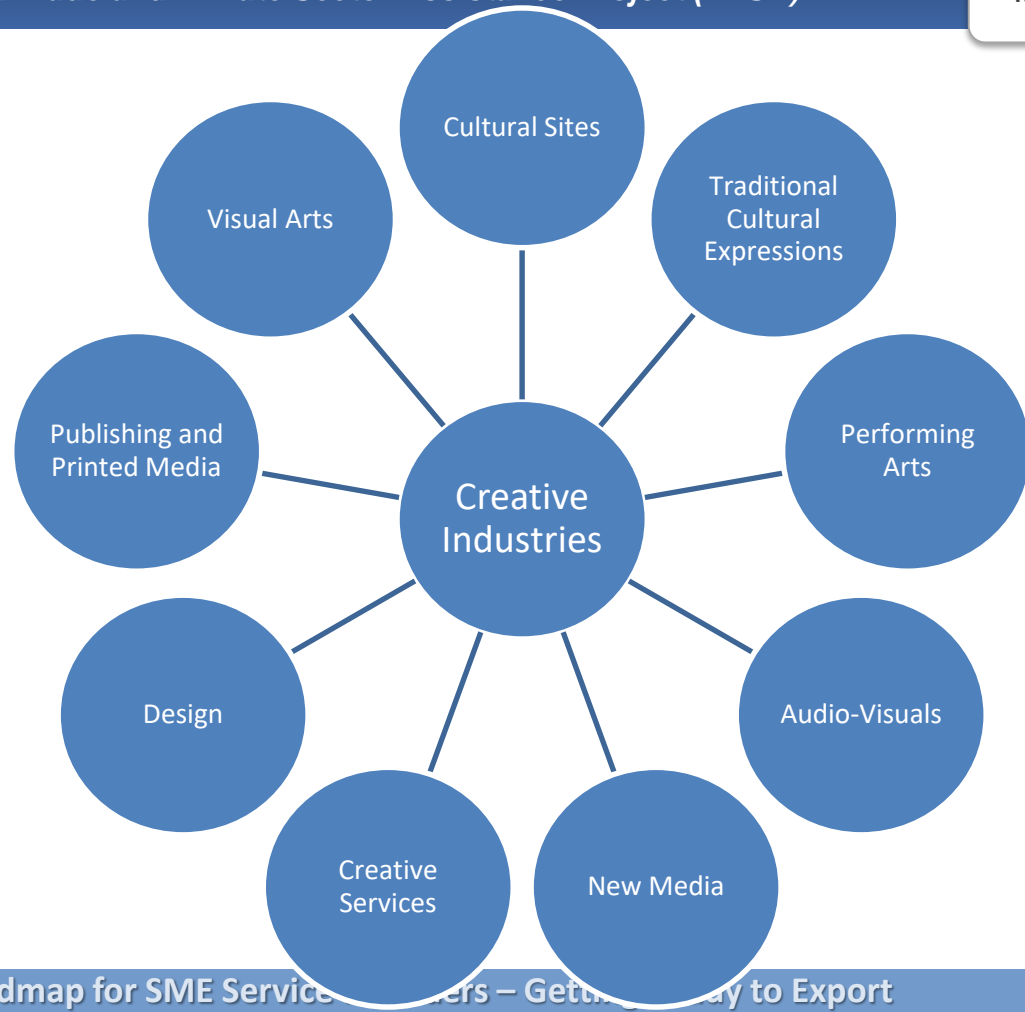


Is ICT outsourcing an important export sector for Indonesia?



Creative Industries

Which Indonesian creative industries have the most potential for export growth?



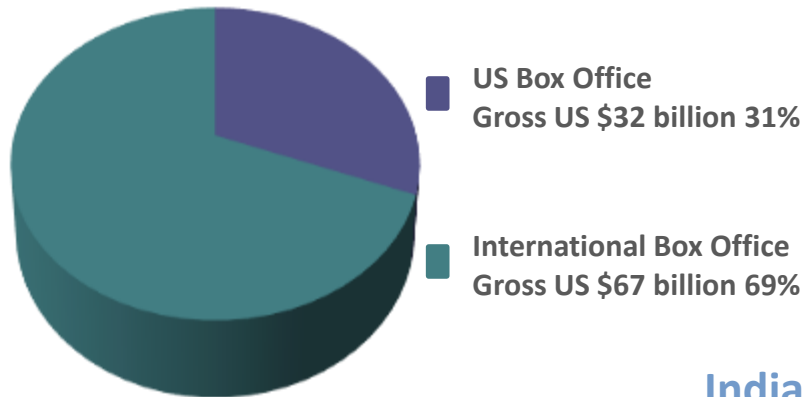
Source: UNCTAD



Film Sector

Consumer Trends

Worldwide gross box office US \$32 billion



- Young people in the 12-24 age group continue to represent 22% of moviegoers and 30% of tickets sold, 51% of audience members were women, 49% men
- The highest grossing films in the US and Canada by genre are: Adventure -23.9%, Action-20.6% and Comedy -18.08%

India has been highly successful in this sector. What should Indonesia do?



Marketing Films in the U.S. and Canada

Social Media Platforms have become an essential tool in the marketing strategy of films and television programs.





Medical Tourism – A Global Perspective

India

Reported they will reach US\$1 Billion in annual revenues from medical tourism this year

Jordan

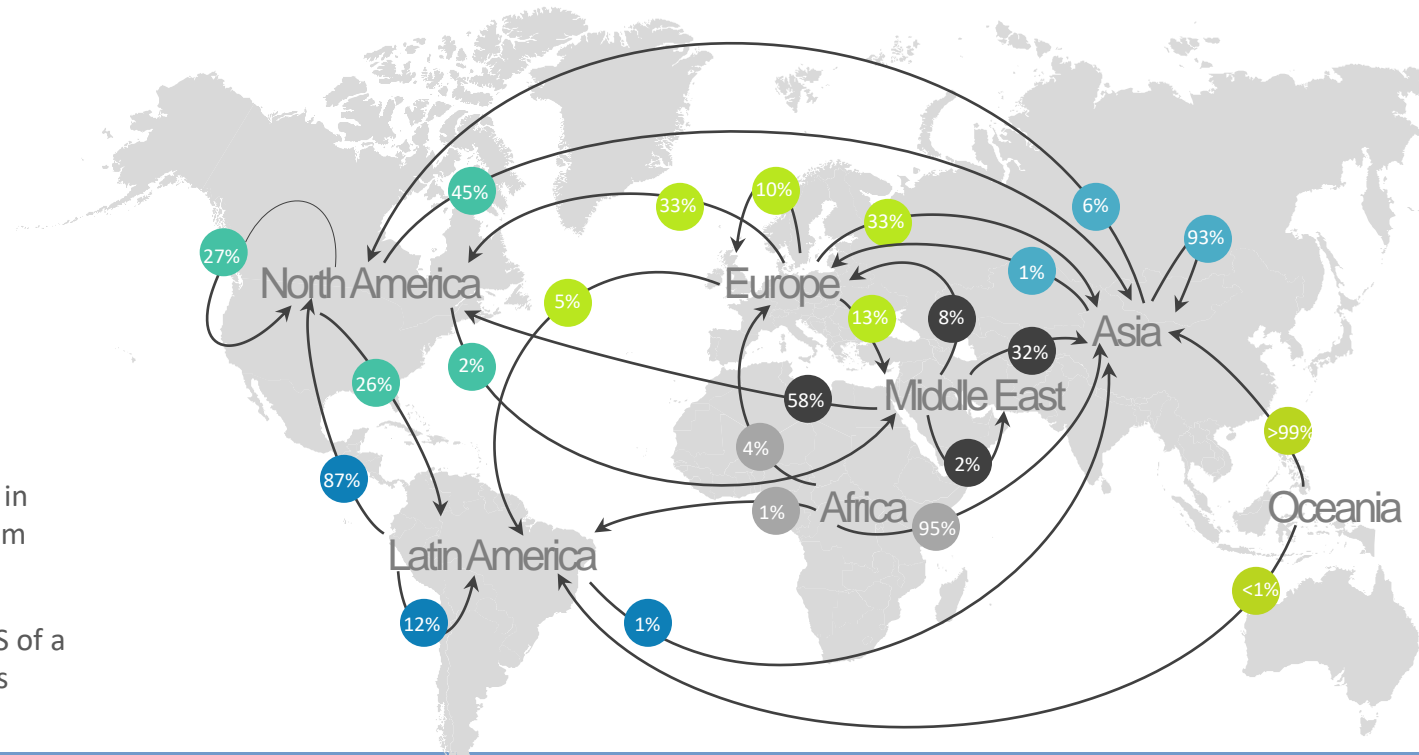
Treated 120,000 international patients over a 12 month period between 2012 and 2013

South Korea

Earned USD \$110 Million in 2011 from medical tourism

Argentina

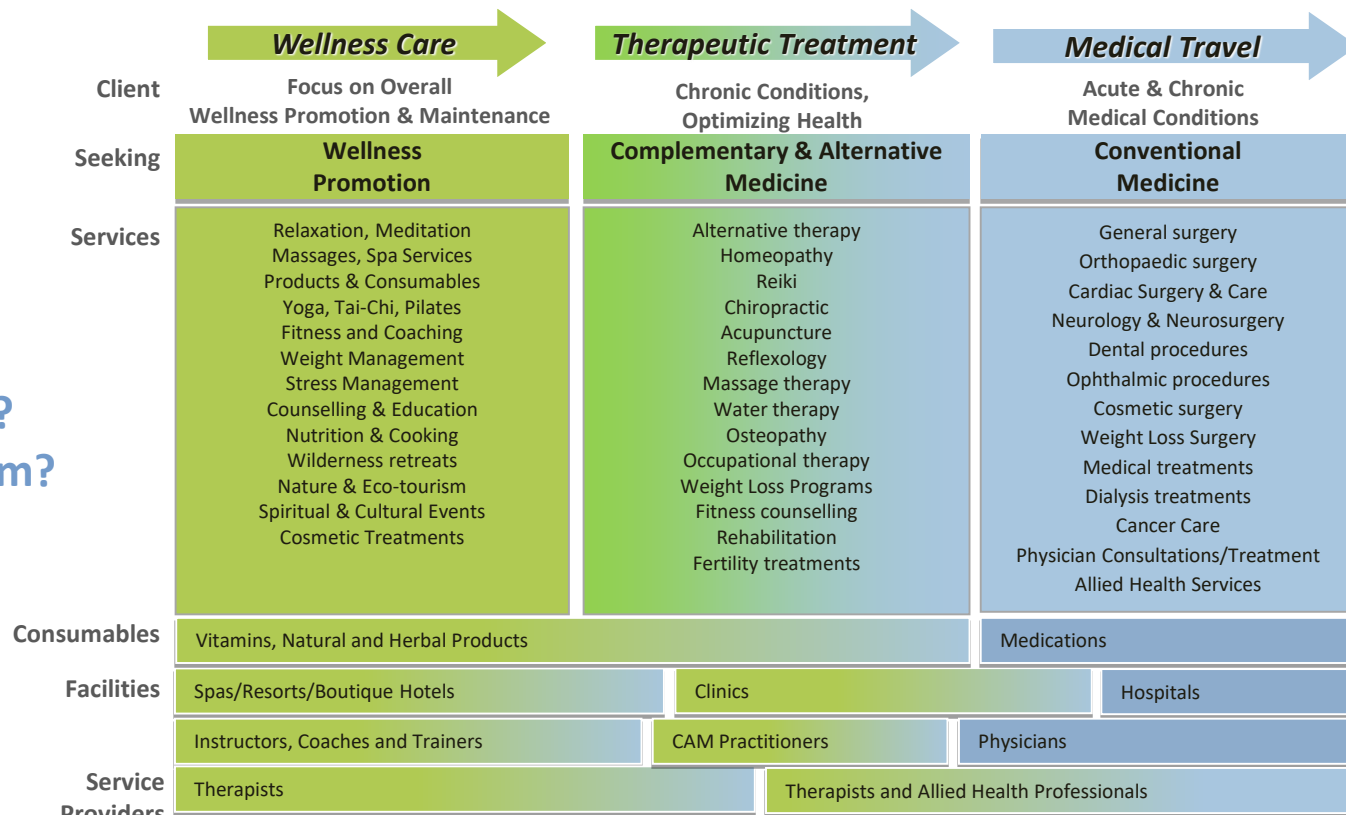
Reported the average LOS of a medical tourist as 12 days





Value Chain – Health Tourism

Can Indonesia
compete in this
sector?
Wellness Tourism?
Or Medical Tourism?





Other Growing Sectors

Environmental Services

- Solar-related possibilities, coupled with growing expertise in the sector and a strong focus from international donors makes environmental services a key growth sector in the region

Education Services

- With its proximity to Latin America, the possibilities for CARICOM as a home to ESL training is strong

Sports Tourism

- Warm weather year-round, water sports, internationally recognized athletes and sound facilities help to position the Caribbean as a contender in the international sports tourism market





Module 2.3 Gathering Market Intelligence

Your Target Markets are not only “geographical markets”, but can also be “types of clients or client groups”



- Will inform:**
- Greatest benefit, lowest risk
 - Best fit with company's capabilities
 - Suitability of services
 - Potential clients
 - Existing competitors



Where to Find Client Intelligence

What are the best sources of information on clients and prospective clients?

- The clients themselves
- Your network of contacts
- Word of mouth referrals
- Online research, including online reports
- Social media
- Association membership
- Opportunity listings
- Conferences and events
- Government trade offices





Niche Markets

Indonesian companies should find their niche markets – matching supply with demand.

Sector Examples	Supply (Your niche services)	Demand (Your niche clients)
ICT	Specialist IT skills at a competitive price	Companies who outsource
Health and Wellness	Executive wellness retreat	Large corporations in N. America / Europe, insurance companies
Creative	Commercial video production	Companies that want to sell online



B2B or B2C?

B2B, B2C or both? The selling and buying processes are different.

Business to Business (B2B)

- Strategic alliances common – two way trade
- Purchase made on logic
- Sales transactions take longer
- Longer-term relationship
- Credibility, dependability
- Often driven by ability to generate revenue or save costs
- Price depends on provision of value
- Possibility of referrals to other companies



Business to Consumer (B2C)

- From business to consumer
- Purchase made on emotion
- Quick buying decisions
- Interested in immediate benefits
- Online shopping / easily accessible
- Price conscious



Your Competitiveness

In the service sector, competitiveness is often related to one or more of the following factors:

- **Quality** - ability to provide the highest quality standards
- **Price** - ability to provide better value for money (lowest price may not always be differentiating factor if need is better met)
- **Solution** - ability to customize your service to meet the customer's specific needs
- **Supply** – ability to provide a service not otherwise being provided





Where to Find Opportunities

Opportunities in Indonesia will have similar characteristics to opportunities in your target market.

- **Procurement** - read country news, look for new announcements, policy initiatives
- **Events** - Attend major international events to network, stay abreast on sector news and identify potential partners
- **Trends** – Be aware of growing trends
- **Technology** - Become technologically savvy (opportunities to deliver services electronically)

The World Bank Group

The screenshot shows the homepage of the 'Private Participation in Infrastructure Database' (PPI Database) by The World Bank Group. The header includes the title and a search bar. Below the header, there's a navigation bar with links like 'Home', 'PPI Database', 'Project Data', 'News', 'Technology', 'Risk Factors', and 'FAQ'. The main content area features a large image of a highway with cars and text describing the database's scope: 'The Private Participation in Infrastructure (PPI) Project Database has data on over 5,000 infrastructure projects in 139 low- and middle-income countries. The database is the leading source of PPI trends in the developing world, covering projects in the energy, telecommunications, transport, and water and sewerage sectors.' To the right, there are several sidebar sections: 'Understanding PPI Data', 'First time user or have questions about the data?', 'Renewable Energy in Focus', 'New PPI Renewable Energy Database', and 'Did You Know?'. The sidebar also includes a 'Download the document with examples to understand the data' link and a 'Click here' link.



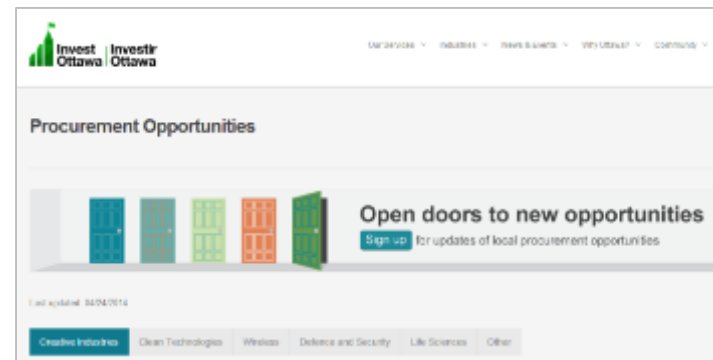
Events in Other Markets

- Look for current events in your target markets (this event is targeted at Canadian business interested in the Latin American market)
- Research the presenters
- Incoming buyers: in the infrastructure, ICT, clean technology and mining sectors
- Market experts: from each of the countries with links to their websites

**A great source of market intelligence!
Become a ‘virtual’ participant!**



Subscribe to E-Newsletters



- Opportunities can land in your in-box every single day!
- Take a moment to respond to the sender. You never know when an opportunity will come up!



Register on Expert Databases

International agencies keep rosters of consultants. You must be registered!

- Find out how they source
- Look for registration form/database
- Fine-tune your cv, use key words
- Watch for procurement notices, e-bulletin boards
- Find unique ways of raising your profile
 - comment on papers
 - volunteer to write papers/articles/blogs
 - offer to be a speaker

NEWSLETTER 215

Online registration available by clicking

[Experts Database](#)

Our Staff will contact you for new opportunities matching with your profile

Register to be included in the Consultants' directory

To register to appear in the Consultants' directory, an online database of AES members providing commercial evaluation services, please complete the form below or you can [download the registration form](#) and return it as instructed.



Potential Markets

Consider the geographic proximity of target markets and ease of doing business.

- **Indonesia** – export your services to incoming buyers - easy
- **Asia** – close to home / trade agreement - a good place to start (less costly and less risky)
- **North America** – target specific states? specific niches?
- **Europe** – trade agreement – but which countries? which services? what is your competitive advantage? do you speak the language?



Remember: Do not only target countries, but also niches.

Session 3: Roadmap for SME Service Providers – Getting Ready to Export



Summary of Factors to Consider in Selecting an Export Market

Market Information

- Political stability
- Legal framework
- Market access / bilateral agreements
- Entry requirements
- Economic trends
- Business practices
- Cost of doing business
- Language and cultural similarities

Sector Information

- Known demand for your service in the market
- Easy market access
- Potential partners
- Industry standards
- Adaptation requirements

Market Intelligence

- Customer needs
- Existing contacts
- Competition
- Opportunities
- Sources of assistance

Module 3.1 Your Marketing Plan





Module 3.1 Your Marketing Plan



Put pen to paper; a marketing strategy should be well thought out and documented.

Situational Analysis

This will include a summary of the results of your market research.

Value Proposition

What you have to offer, to whom and why.

Objectives

Should be definable, achievable and specific.

Marketing Strategies

Focus on strategies that will make the most impact.

Implementation

Timetables, financial resources, human resources.

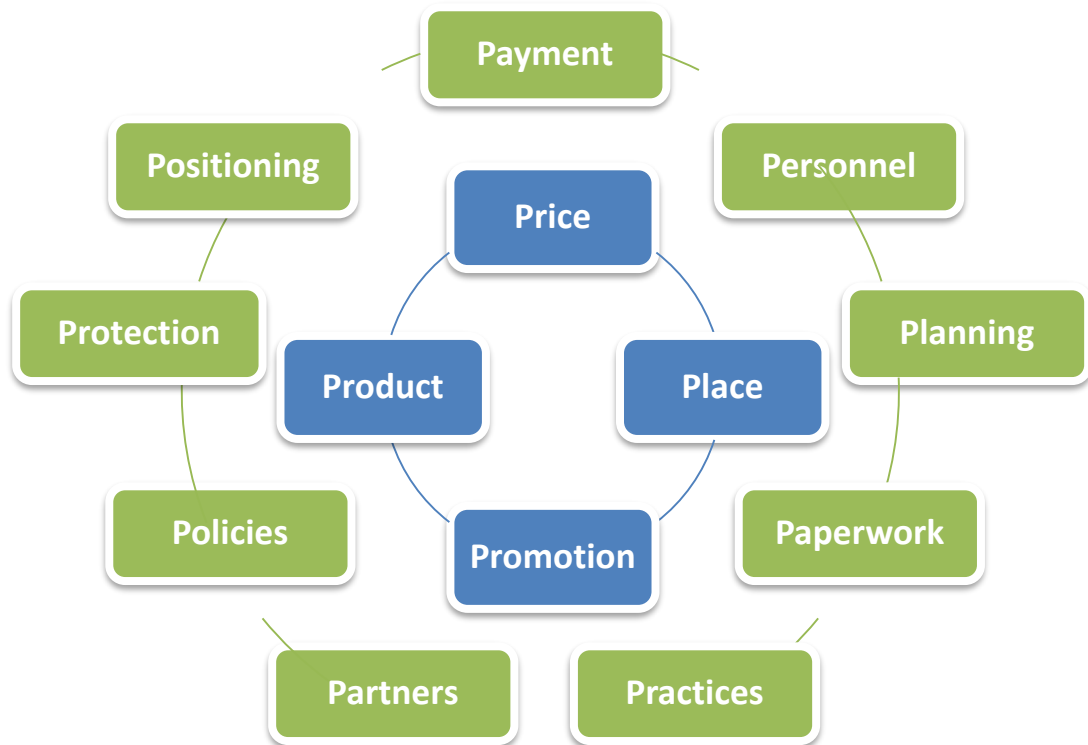
Review/Reassess

A successful marketing plan needs to be changed and updated to best respond to market needs and realities.



The “International” Marketing Mix

The Many Ps of International Marketing





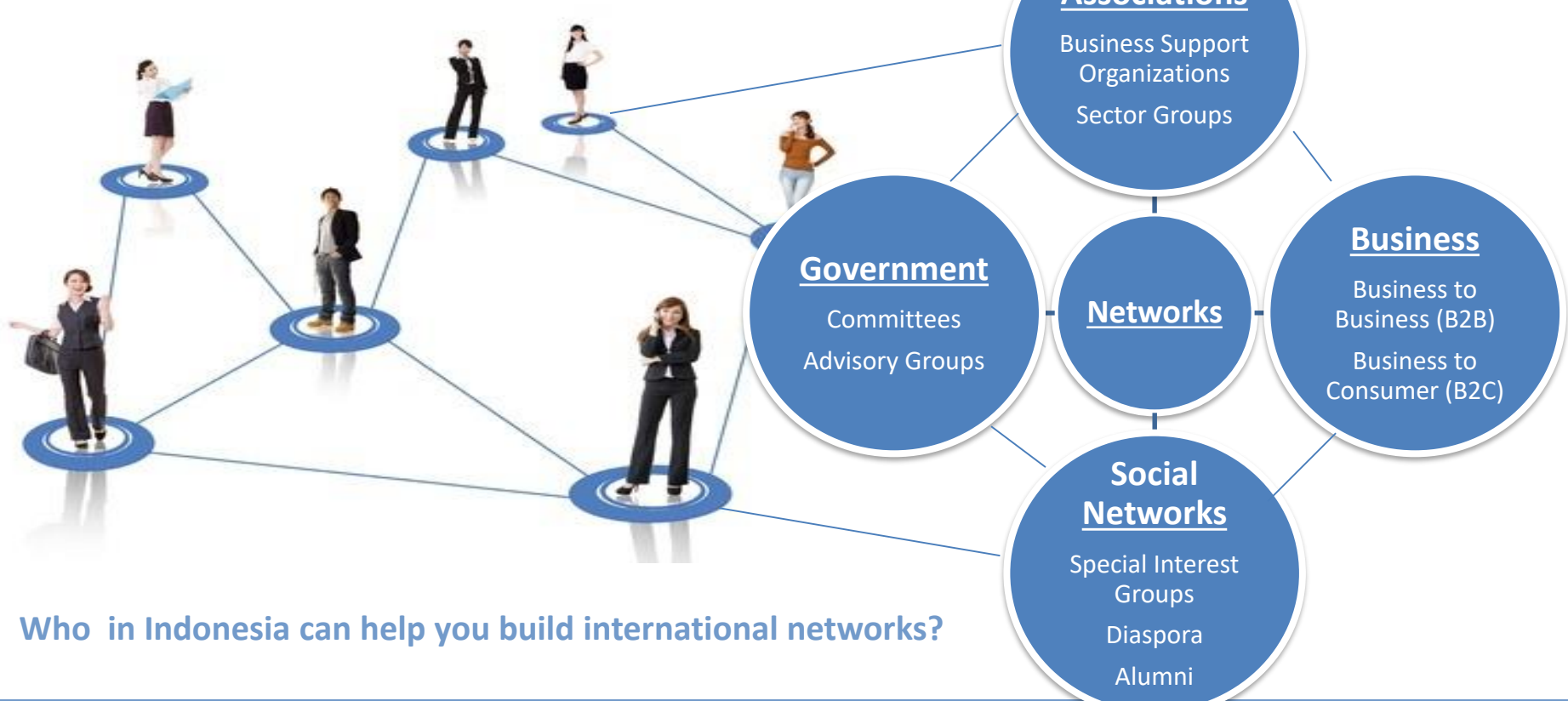
Differentiation

- How are you different?
- What are the benefits to your clients?
- What is your USP? (Unique Selling Proposition)
- Why buy from someone from Indonesia?





Relationship Marketing



Who in Indonesia can help you build international networks?



Preparing for a Networking Event

BEFORE

- ✓ Do your research
- ✓ Ask for a participant list
- ✓ Write or call key contacts
- ✓ Set goals
- ✓ Prepare marketing material

DURING

- ✓ Arrive early
- ✓ Mingle and work the room
- ✓ Listen
- ✓ Share information

AFTER

- ✓ Make notes
- ✓ Follow-up
- ✓ Stay in touch





Strategies for Establishing Profile and Credibility



1. Credentials

- ✓ Feature credentials on all marketing materials



2. Referrals and Testimonials

- ✓ A powerful tool to promote in order to minimize client's perception of risk



3. Join Business Associations

- ✓ Effective in expanding/nurturing your networks



4. Participate in Networking Events

- ✓ Gain visibility/profile and join committees and sub-groups



5. Public Speaking Appearances

- ✓ Identify international speaking events geared to your expertise
- ✓ Share tips and information that will demonstrate your knowledge of the subject matter



6. Strategic Alliances

- ✓ Partner with a known/respected company to enhance credibility by association with them



7. Media Strategy

- ✓ Use the media to gain profile and credibility



- Professionally formatted, concise and error free

- Educational and work experience can be supported with references

- Available in various formats (standard format or EU format)

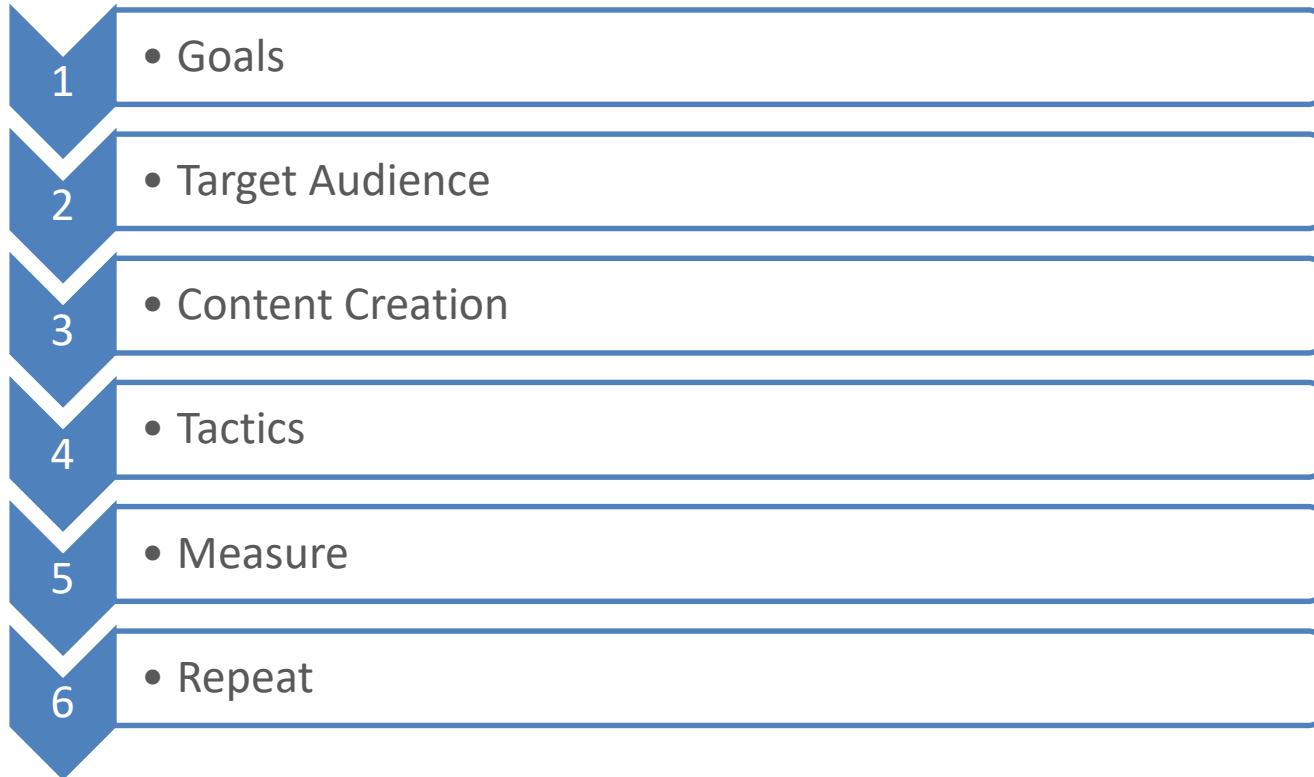
- Consistent with other promotional materials

- Half to full page used for promotional purposes





Module 3.2 - Your Online Strategy





Technology: The Transformation of Business and Trade

If it is not on the Internet, it does not exist!

- Global business is impacted by the 'global network mindset' of consumers/customers
- SMEs can become global without leaving home
- SMEs can compete effectively with large, international firms

Size of the World Wide Web

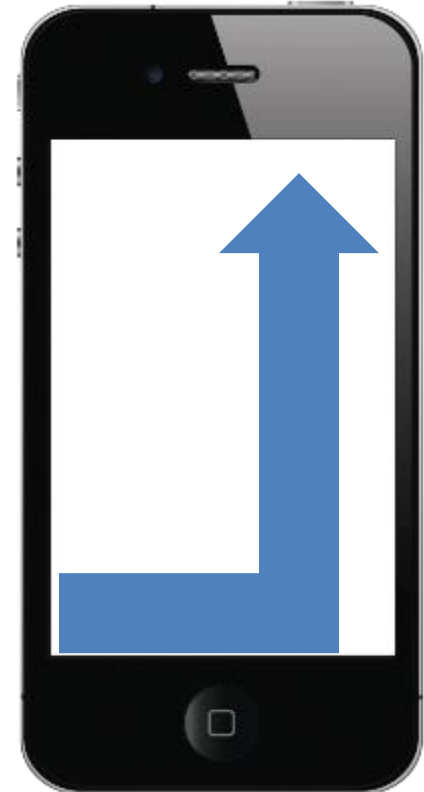
- 1995 – Almost 19,000 websites
- 2001 – 36.2 million websites
- 2006 – 100,000,000 websites
- January 2014 - 180,000,000 active websites



Benefits of Being Online

A successful online presence enhances profits through increased sales, improved savings and more efficient management.

- Expanded market reach
- Advertising savings
- Boosted brand recognition
- Enhanced credibility
- Increased opportunities for collaboration
- Improved/cheaper business inputs
- Enhanced innovation and competitiveness
- Improved customer relations





Important Online Platforms by Industry



Fashion Designers

- Pinterest
- Instagram
- Polyvore
- Shopflick
- StyleCaster

Architects

- Houzz
- Pinterest

Marketing Professionals

- Pinterest
- Instagram
- SlideShare
- Dribble
- DeviantArt
- Behance

Tourism-Related

- Pinterest
- Yelp
- FourSquare
- TripAdvisor



The elements of your on-line tactical strategy might look like this.

Be sure it is comprehensive.

Your website is the flagship.

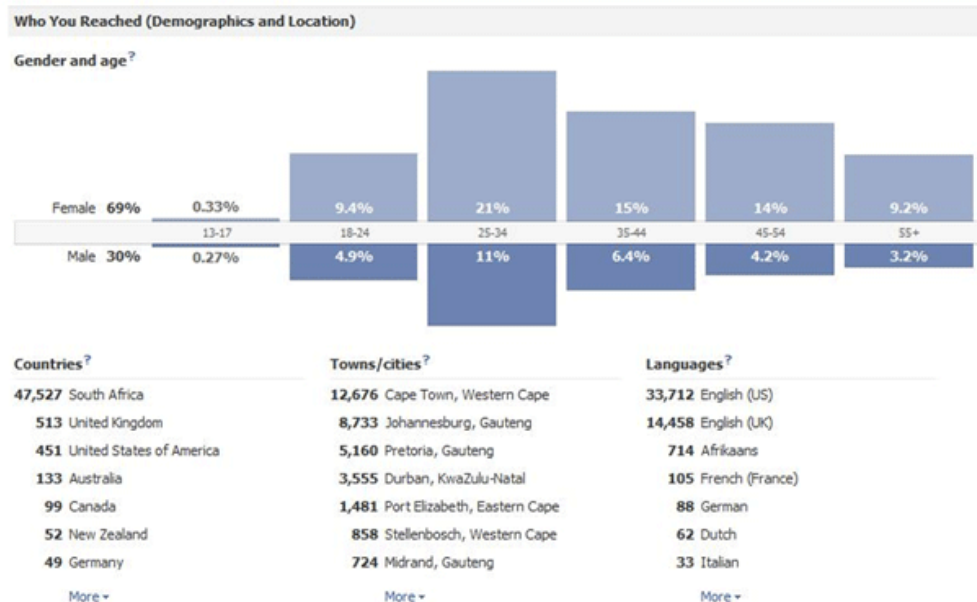




Measure Results

There are many free and paid-for tools you can use to gauge your online success.

- Size of community
- Traffic to website
- Number of comments
- Number of leads
- Number of click-throughs
- Number of conversions
- Revenue earned through online sales
- Number of Shares / Likes / Mentions / Retweets





Essential Online Tools for Service Exporters

Your online strategy can be comprehensive and intricate.
These are the basic 'must-have' tools.



A Website

- Mandatory
- World-Class
- Up-to-Date
- Dynamic
- Credibility Booster



A Social Media Presence

- Mandatory
- Think: Customer Service
- Adhere to Social Media Best Practices



A Voice-Over-IP Account

- Mandatory for service exporters, including all key staff
- Use Skype features



Email

- The primary communication tool for service exporters
- Be professional
- Maximize on signature



Why Email Marketing?

Why?

- Increase sales
- Build brand awareness and credibility
- Strengthen customer relations
- Reduce marketing costs
- Inexpensive
- Preferred method of 74% on adults online



Best Practices

- Use an email marketing service (MailChimp)
- Time your email sending
- Personalize name
- Use images
- Include a call to action
- Avoid excessive 'pitches' and focus on establishing credibility
- Promote email sign-up on your website and social networks
- Include an 'unsubscribe' link



AMY PORTERFIELD

Blog Podcast Webinars Resources About Contact



GET FREE SOCIAL MEDIA UPDATES

Sign up below and learn how to use social media to:

- Get automated leads and SALES 24/7
- Attract highly-targeted prospects who WANT to do business with you!
- Position you as the most sought out leader in your industry
- Create a vibrant community of raving fans who happily spread the word about you, your products and services.

First Name*

Email*

What's your biggest frustration?

I'D LOVE UPDATES

"Amy knows the inside secrets of how to monetize social media with less effort. If you get the chance to work with her - she'll make you money!" - Mari Smith, Social Media Speaker and Trainer

How to Make Money With Facebook Landing Pages

March 22, 2013 By Jim Belasic • 1 Comment and 25 Reactions



Facebook
Landing
Pages

For businesses, Facebook is only as good as it is valuable. Value can be defined in a number of different ways, but this post focuses on conversions and the bottom line: money. Calculating how much money they make from their Facebook Pages is difficult for businesses of all sizes. But instead of counting

Meet Me In San Diego?



10 Marketing Tips For June

27 June 2012 11:35

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Send us a message or follow us:



Hi Dean. June is almost over but there's still time for the newest edition of **Koozmail**, with our favourite digital marketing articles from around the web.

If you have any feedback or have spotted great content, then please share your thoughts at

feedback@koozai.com.



Your Website

Does your website include credibility boosters?

For service exporters, the following are key:

- professional affiliations
- certifications
- licenses
- awards
- testimonials
- referrals
- examples of work completed
- links to papers published
- a blog to demonstrate a high level of subject-knowledge



**No website? No problem?
Build your own (Weebly,
Wix, Wordpress, etc...)**



Why Social Media?

Social media is websites and applications that enable users to create and share content or to participate in social networking.

Social media is useful to service exporters ,because it:

- offers wide, international reach
- enhances credibility
- is inexpensive
- collects feedback and improves service offerings and delivery
- enhances customer relations
- bolsters sales

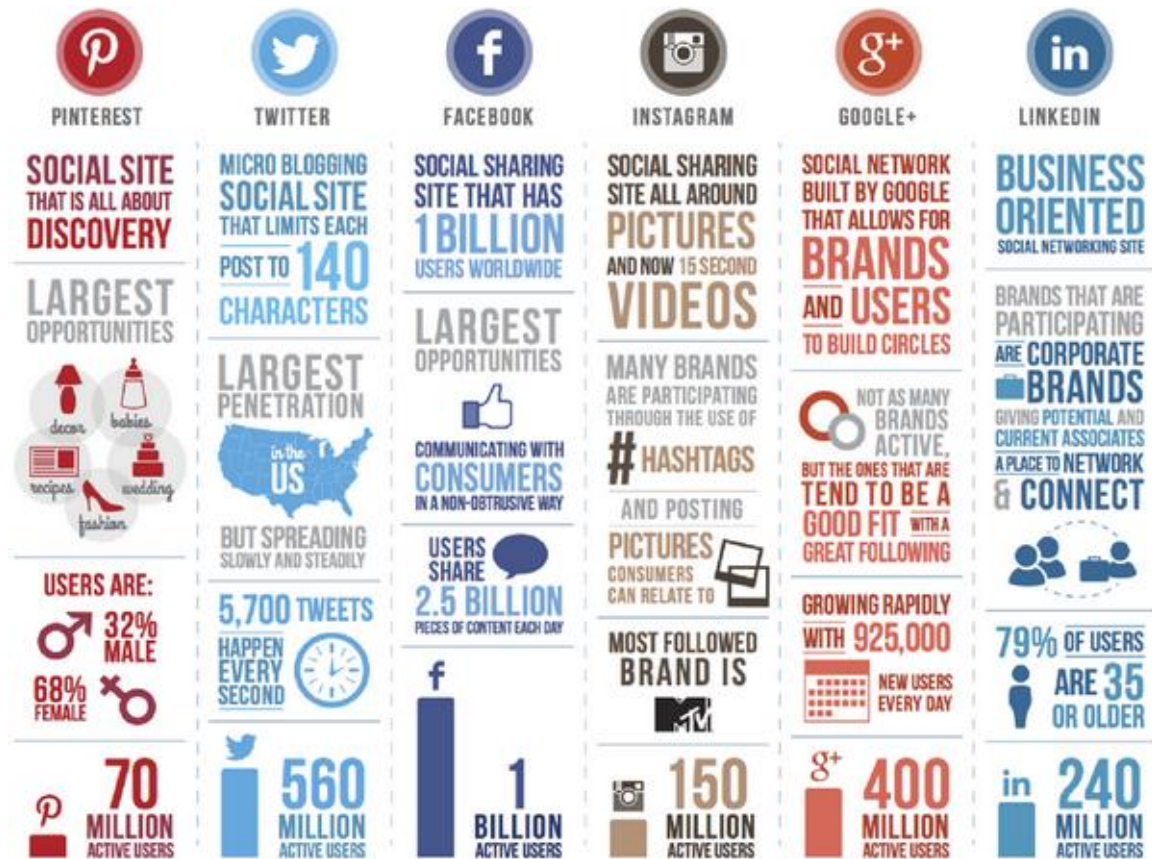


Word-of-mouth marketing conducted via social media platforms is a highly convincing form of marketing.



There are hundreds of social media platforms.

The most important platforms (in general) for businesses are Facebook, Twitter and LinkedIn.





Facebook, LinkedIn and Twitter

Do Indonesian SMEs Use Regularly?



- Over 1 billion active users worldwide
- For building relationships with customers and boosting credibility
- Share content, images, events, promotions.



- Over 240 million active users, almost 80% over age 35
- Professional networking
- Company or personal description and profile page and share industry information
- Join industry groups and take part in the conversations.

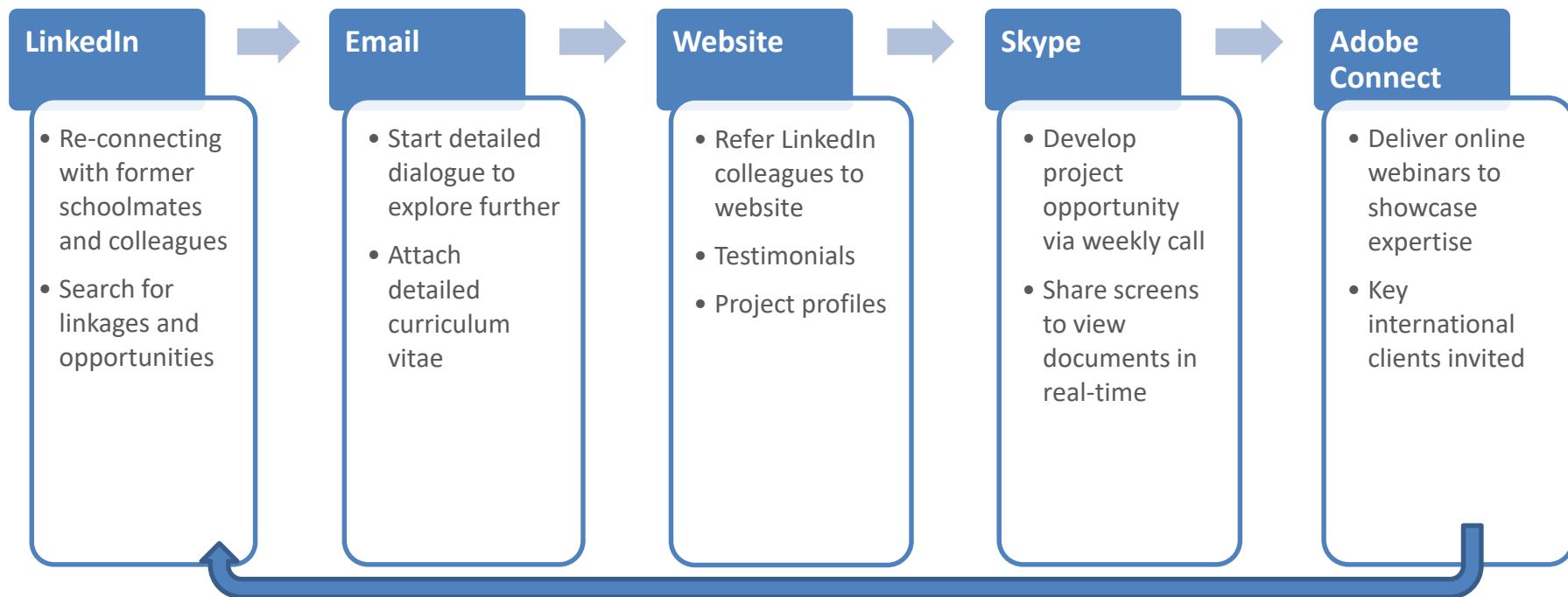


- Messages (Tweets) limited to 140 characters
- Share current industry/company information (case studies, news, updates, new technologies) as soon as it happens.
- Post on Twitter often – multiple times a day.
- Include a picture in your Tweets and pay attention to peak posting times.



Developing Opportunities Online

Case Study – Engineer





Module 3.3 – Winning Business

Services often need to be customized to a specific market in order to meet business and cultural norms or customer preferences.

Examples of Customized Solutions

- An architectural firm enables overseas clients to monitor the progress of construction by installing video cameras on-site
- A training company introduces an online delivery option
- An ICT firm offers staff exchanges to customize projects to specific requirements
- An engineering firm offers multilingual services





Costing and Pricing

Strategic pricing is one of the most important factors in achieving financial success.

Be aware of export related expenses:

- Cost to customize your services
- Market research
- Business travel
- Local costs such as translation, interpretation or local representation
- Currency exchange rates and fluctuations
- Risks and receivables insurance
- Communication costs
- Withholding taxes





Listings of Project Opportunities

devex
On Demand. On Demand.

HOME COMMUNITY JOBS FUNDING NEWS FOR EXECUTIVES

ABOUT US | MANAGEMENT | SERVICES | ADVERTISING | POST A JOB

SEARCH

Required Keywords:

Optional Keywords:

Engineering

Source:

Location:

Size:

Type:

Status:

Project:

Category:

Deadline:

Publication Date:

Projects & Operations

Contract Data Search

Project: Country: Status: Date:

Contract Data Search

Project: Country: Status: Date:

Contract Data Search

Project: Country: Status: Date:

THE WORLD BANK

Projects & Operations

Showing 1-10 of 11 projects matching the search criteria

Project Title	Country	Project ID	Commitment	Status	Approval Date
SDG Action Health Sector Support Program	Malaysia	P130815	55.0	Active	
Dr. Lando - Second Health Sector Development Program	Sierra Leone	P113603	230.0	Pipeline	
India: TIIH Additional Financing	India	P113832	130.0	Active	
Philippines: Second Support for Kalamang Health Sector Development Program	Philippines	P113604	230.0	Pipeline	
Kyrgyz Republic: Health Sector Development Program	Kyrgyz Republic	P120413	11.0	Active	



Winning Proposals

- Familiarize yourself with procurement policies and procedures.
- Establish a strategic alliance with an individual or firm in the project country.
- Address the terms of reference completely and clearly.
- Emphasize innovative technical solutions. Do not simply paraphrase the RFP.
- Cite directly relevant technical and regional experience.
- Be concise. Do not send unnecessary attachments.
- Break tasks into manageable pieces/phases.
- Focus on quality over quantity.
- Tailor your response to your client.





Module 4.1 Market Entry Options



Module 4.1 Market Entry Options

Services Suited to Each Mode	Mode 1	Mode 2	Mode 3	Mode 4
▪ Accounting	•	•	•	•
▪ Architecture and Engineering	•	•	•	•
▪ Construction, Trades		•	•	•
▪ Design	•	•		•
▪ Education & Training	•	•		•
▪ Entertainment	•	•		•
▪ Financial & Insurance	•	•	•	
▪ ICT	•	•		•
▪ Health and Wellness		•		•
▪ Management Consulting	•	•		•
▪ Marketing	•	•		•
▪ Sports		•		•
▪ Shipping and Logistics	•	•		
▪ Tourism-related	•	•		
▪ Video and Animation	•	•		•



Why Strategic Alliances

There are nearly 4 times as many services SMEs engaged in international alliances than manufacturing SMEs.

Why establish a strategic alliance

- Diversify services
- Accelerate speed to market
- Reduce costs
- Reduce risks
- Increase opportunities
- Gain credibility with a well-respected partner
- Ability to focus on core competencies
- Access to capital
- Access to technology





Cultural Considerations

Consider how understanding other cultures can have an impact on marketing, negotiations and developing long-lasting relationships

- Language, religion, gender, age
- Values, attitudes
- Business attire
- Verbal and non-verbal communication
- Body language, gestures, facial expressions
- Gift-giving, humour, protocol
- Ethics, human rights
- Business practices





Travel Preparation

Advance preparation saves time and money and may help to avoid potential disappointments.

- **Travel Documents:**
 - Passports must be valid for 6 months after date of travel
- **Visa Requirements:**
 - Depending on the market, can sometimes take several weeks
Check with the embassy or trade consulate
- **Managing Costs:**
 - Air travel – check different airlines, and both direct and indirect routes
 - Hotels –ask for assistance from a local partner or client and negotiate, negotiate, negotiate





Module 4.2 – Financing and Getting Paid

Clients
don't pay
on time

Suppliers are
asking for cash
payments

Investors
not
interested

Unable to pay the
salaries on time

SMEs – Typical Financial Challenges



Poor cash
flow

Banks don't
want to lend



Financial Institutions Don't Understand SME Service Firms

- Financial institutions are risk-averse, ultra-conservative and do not understand trade in services
- Most financing mechanisms are set up for trade in goods
- Service businesses typically do not have physical assets (building, equipment, inventory) to secure a loan
- Banks do not recognize intellectual capital as an asset
- Even with an order in hand, banks often will not count foreign receivables as an asset





Develop your Financial Plan

Your Existing Business

Are your financials in order? Financial statements, planning and budgeting, cash flow projections, etc.

Professionalism and Credibility

Many service providers are not trained in finance and accounting. Delegate this function to someone who specializes in this area. Providing a professional package will boost your credibility with financial institutions.

Make it a Priority

You need to be involved, set the parameters, understand the opportunities and limitations of your financing portfolio and be prepared to take calculated risks.





Be Creative with Financing Market Research

Finding economical ways to conduct market research can help alleviate the financial burden often associated with market research.

- Source existing studies and summarize for your own purposes
- Tap into your network to seek guidance and advice from those in the market
- Hire an international marketing student with the necessary research skills, who can also benefit from the experience
- Find local partners who are interested in a possible joint venture





Financing the Cost of International Events

Finance your participation at international events by offering your services.

- Offer to be a guest speaker – be methodical about registering as a guest speaker – ensure your presentations are leading edge and highly professional
- Offer to prepare a post-conference report - for the organizers
- Conduct market research or business to business meetings - for companies that cannot attend
- Leverage the event - by setting up meetings with prospective clients and partners, conducting media interviews and sourcing business opportunities



Speaking at an event is an instant credibility-booster!

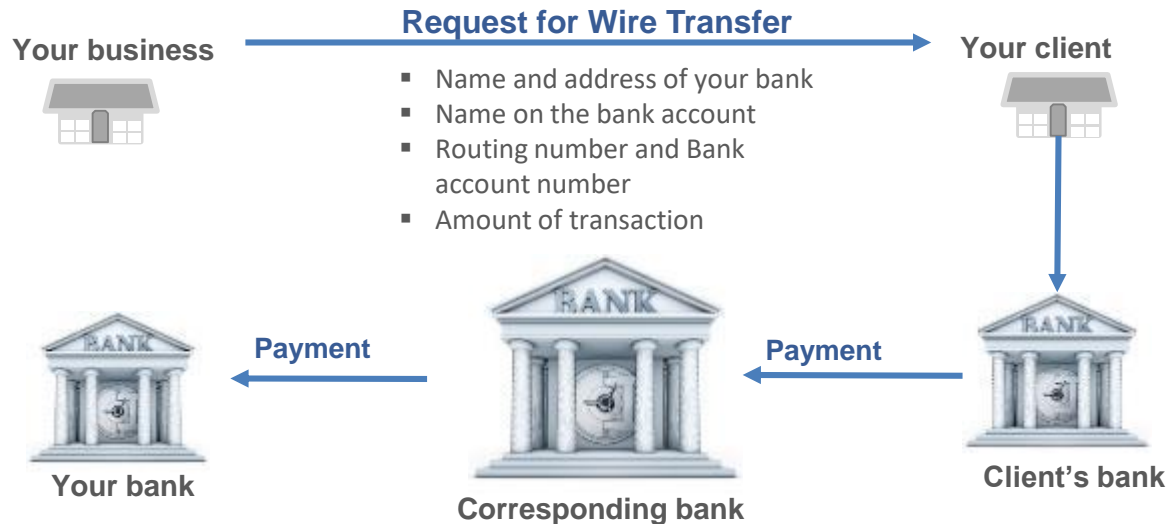


Getting Paid

Export of Goods: Purchase orders, commercial invoices, packing lists, letters of credit

Export of Services: Contracts, invoices, wire transfers

- Wire transfers are universally accepted method of payment
- Important to have correct routing information (corresponding bank's routing number, sometimes referred to as a SWIFT code)

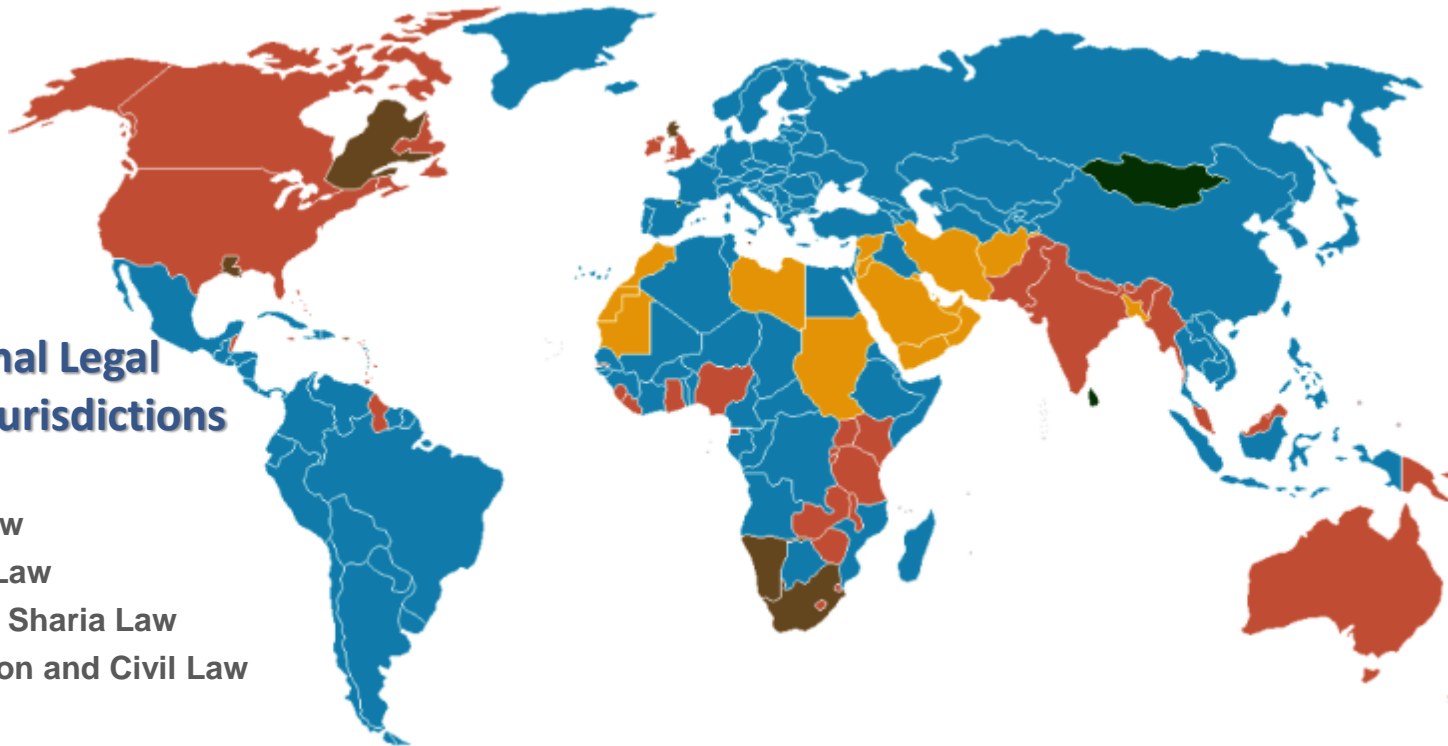




Module 4.3 - Legal Aspects

International Legal Systems and Jurisdictions

- Civil Law
- Common Law
- Customary Law
- Religious or Sharia Law
- Both Common and Civil Law





Legal Considerations

Know before you go. Take time to consider legal implications and other potential issues and how you will mitigate risk. Some of the considerations include:

- Policy, legal and regulatory environment
- Legal system and jurisdiction
- Intellectual property
- Dispute resolution, mediation, arbitration
- Health and environmental regulations
- Business practices
- Business ethics





International Business Ethics

Business ethics needs to be top of mind. The international trader must understand risks and how to balance ethics and the demands of the business.

Ethical Issues

- Bribery and corruption
- Piracy (software, music)
- Counterfeiting
- Social responsibility
- Labour practices, working conditions, child labour
- Human rights
- Racial and gender discrimination



Needs of the business

- Lower costs, higher profits...
But is it worth the risk!



Group Discussion

Do you now
better
understand
how SMEs to
help SMEs?

What was
the most
interesting
thing you
learned in
this module?

Next steps?