

## BHP – Export and Innovation

<b>Title of Proposed Course</b>	<b>Export - Growth strategies and how to optimise your business approach</b>
<b>Course Content</b>	<p>Three half day- courses delivered as separate elements each delivered over three Hours with Feedback and interaction allowance, total elapsed time 3.5 hours per:</p> <ol style="list-style-type: none"> <li>1. <b>Strategic view - How to determine the Benefits of Export and assess the most relevant approaches for my Business</b> <ol style="list-style-type: none"> <li>a. Understanding what needs and expectations to be included in the Business case – <i>defining the ‘why?’</i></li> <li>b. Route to market options – explanation and considerations – <i>defining the ‘what?’</i></li> <li>c. How to measure the ‘value’ of exporting within your organisation and what export activity may deliver to your business - <i>defines expectation</i></li> </ol> </li> <li>2. <b>The tactics - The process ‘needs’ of Exporting.</b> <ol style="list-style-type: none"> <li>a. Research and structuring the offer- <i>what you need to know and consider</i> <ol style="list-style-type: none"> <li>i.Product suitability</li> <li>ii.Country of origin</li> <li>iii.Product and customer support</li> </ol> </li> <li>b. Logistics and choosing partners – <i>how are we going to deliver the plan</i> <ol style="list-style-type: none"> <li>i.The method toolbox</li> <li>ii.What specialists to engage</li> <li>iii.Reporting and Measuring</li> </ol> </li> <li>c. Documentation, agreements and structure           <ol style="list-style-type: none"> <li>i.What is needed and why</li> <li>ii.Designing your operating process, including Inco terms and compliance.</li> </ol> </li> </ol> </li> <li>3. <b>Developing a market and reaching the international customer.</b> <ol style="list-style-type: none"> <li>a. Refining the brand messaging/unique proposition</li> <li>b. Identifying targets customers</li> <li>c. Creating a message- that explains, engages and generates sales.</li> <li>d. Identifying and optimising marketing channels</li> <li>e. Shaping an effective marketing plan</li> </ol> </li> </ol>
<b>Course delivery method</b>	Employer premises Third Party premises Online
<b>Duration</b>	Three half day- courses, for up to 8 attendees, delivered as separate elements each delivered over three Hours with feedback and interaction allowance, total elapsed time 3.5 hours per:

<p><b>What are the perceived business benefits of the proposed training and what are the outcomes for the business</b></p>	<p>The benefits are definable with a clear ‘senior’ Business focus.</p> <p>Courses are designed to allow participants to choose the emphasis and attend either a <b>‘strategic view’ course 1</b>. Or choose the <b>‘Tactical delivery’ course 2</b>. A further <b>course - 3</b> is delivered on how to ‘market the brand’ and ensure your offer is optimised.</p> <p>The business can choose, the most relevant course(s) all have a clear deliverable.</p> <p>Therefore, the business can choose courses to understand in structured terms, the what, the why, the where, the who and ensures the when, is achievable and has a clear plan to support, grow and deliver value.</p>
<p><b>Target group of participants/Who should attend</b></p>	<p>Directors, Business owners, Senior Managers</p>
<p><b>Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer</b></p>	<p>Subject to numbers attending, courses could be delivered within companies. In addition; a combination of physical and online attendance is a possibility – subject to detail.</p> <p>The flexibility requires some guidelines, we can confirm we will always discuss objectively. For the avoidance of doubt we will combine course dates where attendees are less than 4 (four persons)</p>