



Lattitude7 – Export and Innovation

Title of Proposed Programme	Understanding and Introduction to Import and Export
Programme Content	<ul style="list-style-type: none"> • Why are you interested in exporting or importing? • What are your target markets? • Am I ready to export or import? • Is there a demand for the product or service? • Can I export or import my product or service? • What do I need to start? • How do I find my overseas customers or suppliers? • About globalisation. • Why plan? • Selling/buying through agents, distributors or direct.
Course delivery method	Employer premises Training Provider premises (max 6 people) Third Party premises
Duration	This course would be delivered in 1 session of 6 hours
What are the perceived business benefits of the proposed training and what are the outcomes for the business	This aim of this course would give a basic understanding on how and why middle and senior managers should consider international trade. It will identify where they stand in relation to their ability. It will introduce them to the basic requirements and how then start to formulate a plan for financing and manning their company. The benefits are companies will better understand what they need to do and how ready they are to do it.
Target group of participants/Who should attend	Middle and senior management who want to understand the complexities of trading internationally and how to plan for market entry.
Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer	Tutorials, module hopping and blended solutions can be offered as required.



Title of Proposed Programme	Commercial Awareness, Marketing, Purchase and Supply
Programme Content	<ul style="list-style-type: none"> • The elements of your export / import plan. • Understanding international market research. • Sales / Promotional activities. • Sales / Marketing tools. • Understanding entry strategies • Market entry methods. • Pricing strategy, procedures and payment. • Incoterms • Evaluating an enquiry. • Making the deal • I.P. • The Bribery Act.
Course delivery method	Employer premises Training Provider premises (max 6 people) Third Party premises
Duration	This course would be delivered in 1 session of 6 hours
What are the perceived business benefits of the proposed training and what are the outcomes for the business	The aim of this course is to show middle and senior management the importance of setting a plan with achievable goals, this will include the various elements of market choice, marketing and sales activities and how they are linked to their access to markets. Understanding the economics of the target markets in terms of price and competitiveness for exports and for imports comparisons between imported products and services against domestic ones. Evaluations of pricing and terms of purchase and sales. Protecting themselves from copying. The benefits being an understanding of planning and research will enable them to enter international trade more confidently.
Target group of participants/Who should attend	Middle and senior management who want to understand the complexities of trading internationally and how to plan for market entry.
Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer	Tutorials, module hopping and blended solutions can be offered as required.



Title of Proposed Programme	Finance, Supply Chain Management, Logistics and Distribution
Programme Content	<ul style="list-style-type: none"> • Financing the deal • Collecting payment • Relative risks • Trade preference agreements/FTAs. • Understanding how the supply chain works. • Documentation-Understanding the paperwork. • Packaging and labelling. • Insurance • Logistics – delivery or receipt of goods. • Freight forwarders, customs agents and couriers.
Course delivery method	Employer premises Training Provider premises (max 6 people) Third Party premises
Duration	This course would be delivered in 1 session of 6 hours
What are the perceived business benefits of the proposed training and what are the outcomes for the business	In this course we aim to discuss with middle and senior management the importance of fiscal planning. How they are to finance deals and pay or be paid. Understanding of the relative risks of buying from different markets worldwide and delivering or shipping from those markets. The benefits being once they understand risk then can look to rewards with a firm understanding of the various complexities in international deals.
Target group of participants/Who should attend	Middle and senior management who want to understand the complexities of trading internationally and how to plan for market entry.
Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer	Tutorials, module hopping and blended solutions can be offered as required.



Title of Proposed Programme	Tendering and Documentation, Business culture
Programme Content	<ul style="list-style-type: none"> • Government tenders • Private tenders • Proper Law • Understanding entry strategies • Contracts • The importance of understanding business culture.
Course delivery method	Employer premises Training Provider premises (max 6 people) Third Party premises
Duration	This course would be delivered in 1 session of 6 hours
What are the perceived business benefits of the proposed training and what are the outcomes for the business	The aim of this course is to explain the importance of understanding of tendering for international contracts and the intricacies of international laws, regulations and standards. The benefits are understanding this along with the differences of business cultures around the world will stop simple mistakes which can in the end cost business.
Target group of participants/Who should attend	Middle and senior management who want to understand the complexities of trading internationally and how to plan for market entry.
Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer	Tutorials, module hopping and blended solutions can be offered as required.