

12 Propositions for (un)successful Market Entry / Export Business Development

1. Why Export? – Is it that important (?)

Every second Euro in Austria is earned abroad. Trending upwards ...
Stagnating demand in Austria? Shrinking opportunities in your current markets?
Is your company „Fit for Export“? Can / should it be made „Fit for Export“?

2. Just try it – a trial & error strategy is a good start (?)

Who needs an elaborate strategy, you just get started and try? Learning from success and failure. Or might a strategic, systematic approach still be sensible? When?

3. If there is time, then we try to export (?)

Day to day business has priority. Entering for the long(er) term, sustainably, into new markets is only possible for larger enterprises – is this true?

4. Every now & then, On & Off is optimal (?)

To be at the right time and place is important, but if this is not the case, one should just come back another time. Who can afford to engage in business development continuously longer term? Is this really necessary?

5. Just do it yourself (?)

„We know our business best “ – also for business building abroad. Experts and consultants are (too) expensive and finally take no responsibility, thus it is better to just do it oneself?

6. Start as broad and varied as possible (?)

To define target countries, channels ... target markets and segments, with corresponding differentiation (product / service USP - value / price) – best is to start as broad as possible, that way one will surely „hit something“ (or nothing)?

7. You always have to pay everything yourself (?)

There are many financing and financing support facilities in Austria (WKÖ, Landeskammern ...), but who knows all this? And the banks are not helpful at all. At the end this is only bureaucratic waste and nothing to be gained. True! - or not true?

8. Business is Business – business development is ultimately everywhere the same (?)

What is valid in Kansas, is valid also in Hong Kong, broadly speaking ... do we really need cultural intelligence and sensitivity?

9. Who has the right (contract), is right (?)

„Watertight“ contracts can save time, building trust and confidence is good, but takes (too) long. And with „facilitating via local influencers“ you can open doors ... Right?

10. Partners are (only) time intensive and expensive (?)

With local partners you often have problems, first to find them, then you spend time and money to support them, and finally you may have to separate (if this is possible) and find new ones ...

11. E-Business is the (efficient) future (?)

Now, since you can sell increasingly almost anything via the web, why should one spend time abroad on site to develop business opportunities? Let's just start with a webshop ...

12. Risks are always there (?)

Risks are part of business – and when entering new markets are especially difficult to judge. Can those risks still be managed? If yes, how and to what extent?

***Your opinion? Interested in more information?
... Please contact us ...***

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