

DEARIN & ASSOCIATES

INTERNATIONAL BUSINESS ACCELERATOR



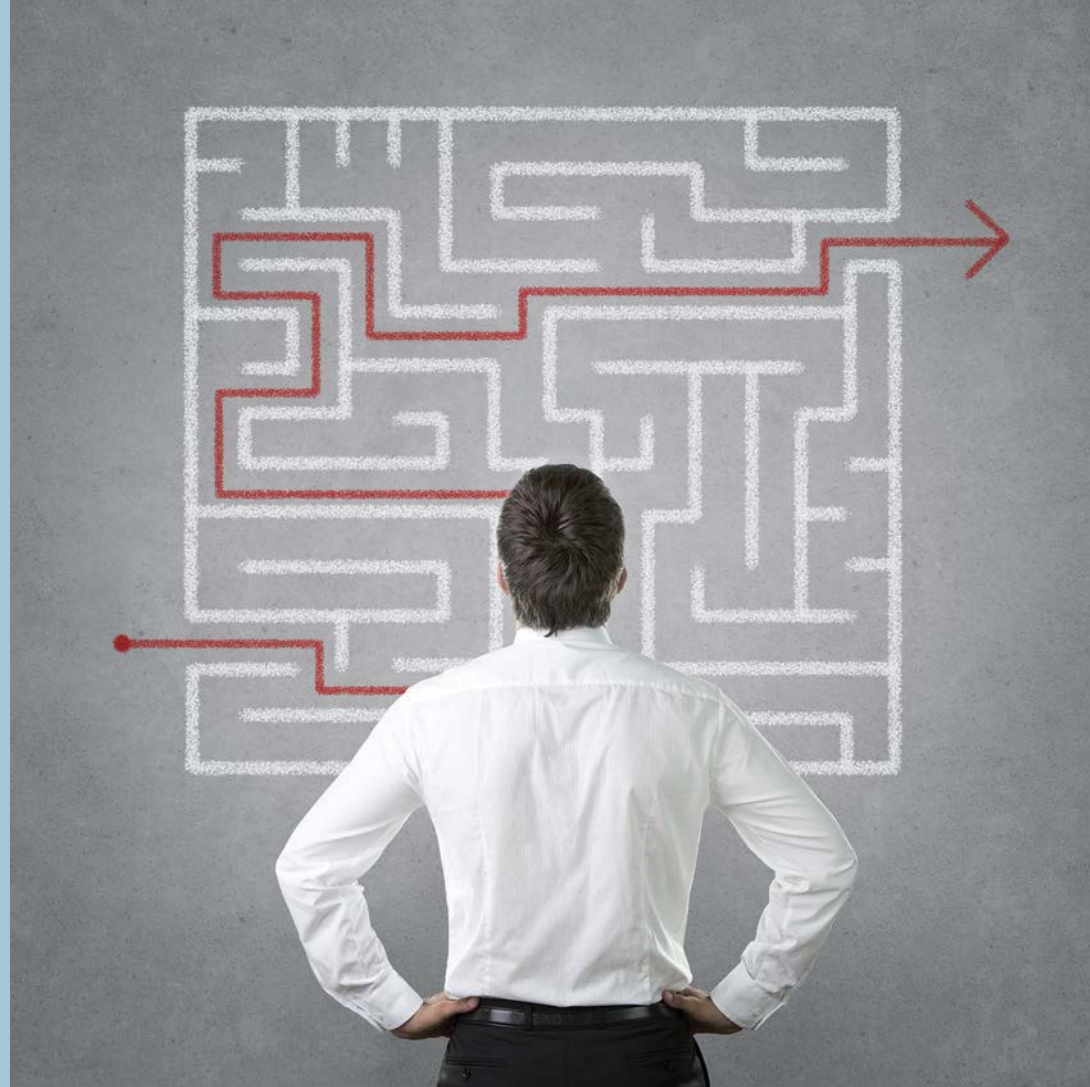
GET READY TO TAKE ON THE WORLD

IS THE “NEXT BIG THING” FOR YOUR COMPANY OFF

Are you a small business leader? Do you want to make a global impact? Are you keen to win more work by expanding into international markets? If that's you, read on. There has never been a better time to 'go global'. International trade is at an all-time high, doing business internationally is easier than ever before, and most of your potential clients are waiting for you, overseas.



SHORE?



THE CHALLENGE ...

But how do you do it? Most small companies miss out on the huge international opportunities on offer because they don't know where to start, don't have time or resources to design and implement an international strategy, and can't afford to have someone else create a strategy for them.

THE GOOD NEWS ...

The good news is that you can expand internationally, even if you're very small. And we've created a program which helps you to do it faster and more easily than you'd imagine. The International Business Accelerator (IBA) is for SME leaders who want a structured pathway into fast-growing international markets. Our mission is to equip you with the skills and focus you need to achieve your goal - getting your extraordinary products and services to the world.

THE INTERNATIONAL BUS

Over twelve months, the International Business Accelerator speeds up and de-risks your international expansion.

Using our Framework for International Success, we help you answer the big questions and address the key challenges that you need to overcome before expanding your business offshore.



INESS ACCELERATOR

Using our *Framework for International Business Success*, the program helps you to identify and address the key challenges that you'll face as you launch your company overseas.

Our team of experts works with you to create solutions for those challenges, so that you build a sound strategy and avoid the mistakes that can sink a new international business venture. We know that companies that systematically address each of these areas are more likely to be internationally successful.

By the end of the program, you should be:

- Ready to enter a new market
- Sure that you have chosen the right market
- Confident that your product or service will work in that market
- Prepared to meet customer expectations in the new market you want
- Equipped to deal with the cultural nuances of the target market
- Up-to-date on the regulatory framework of the target market
- Prepared to implement a carefully designed export strategy

WHAT OUR CLIENTS SAY

“The structure and program are spot on for the type of business that we want to build and putting them in place before we start our international expansion is going to greatly help our business”.

- Jeremy Streten,
Business Legal Lifecycle



“Brilliant product. Extremely unique. Incredibly valuable.

I would urge any company thinking about expanding internationally to talk to Cynthia before taking any steps to move offshore. Too many people set off on this journey with stars in their eyes, and finish up losing a lot of money because they are not prepared – financially, strategically or culturally”.

- Bronwyn Reid,
4T Consultants

“Cynthia has a no nonsense experience based approach that I find very valuable. By following a structured path I was forced to reevaluate my own assumptions and this helped me identify new opportunities. I would encourage anyone who is considering expanding into other regions to contact Dearin & Associates”.

- Tim Gray,
Prophit System



WHEN

AND WHERE?

We know that business owners don't have a moment to spare, so we've built the IBA to give you maximum impact for minimum effort. The course is delivered entirely online, so you can literally do it from anywhere in the world. All you need is a good internet connection, a phone, tablet or laptop with a camera and an open mind.

Each month we run a workshop featuring an international expert who will take you through key areas and provide firsthand insights into what works (and what doesn't) in an international context.

After the workshop, you'll meet for a one-to-one session with your coach to test ideas, get feedback and work through challenges. You'll need about 2 hours a week to attend training and coaching and work on your international strategy. The IBA runs for 12 months.



FIND OUT

MORE

We are looking for successful, visionary companies who are looking to expand into international markets to join us. If that's you, apply to join our next intake at <http://bit.ly/2ujEhr9>

For more information, contact us on **+612 8076 4660** or info@dearinassociates.com.

OUR EXPERTS

THE INTERNATIONAL BUSINESS ACCELERATOR IS TAUGHT BY EXPERTS WITH DEEP EXPERIENCE IN INTERNATIONAL BUSINESS. OUR GOAL IS TO ASSEMBLE THE BEST TALENT IN THE FIELD, TO GIVE YOU ACCESS TO THE BEST THINKING ON HOW TO MAKE YOUR INTERNATIONAL VENTURE A SUCCESS.



Cynthia Dearin

Cynthia Dearin is an international business strategist, advisor and author of Amazon best-seller *Camels, Sheikhs and Billionaires: Your Guide to Business Culture in the Middle East and North Africa*.

She is passionate about helping small businesses to do what they do best on a global canvas.

With 18 years of international experience, Cynthia is the Founder and Managing Director of Dearin Associates, a consultancy that helps clients to access opportunities in fast-growing international markets around the world.

Before founding Dearin & Associates, Cynthia worked extensively in the Middle East, UK and US, as an Australian diplomat and a management consultant. She also spent three years as the CEO of the Australia Arab Chamber of Commerce & Industry, in Sydney, Australia.

Cynthia is proficient in Arabic and French, both of which she uses professionally.



Peter Evans

Peter has spent the last 15 years building his own global business and has consulted to the world's largest global supply chain experts including Walmart Stores International, Aldi Stores and Woolworths.

Peter has established and managed factories in China and Vietnam and sales teams in Asia and North America, and has also worked with many Australian small and mid-market businesses.

He uses his real world experience to create pragmatic, affordable solutions that help businesses “buy better” or “sell more” to improve their profitability in Asia.



Luca Postiglione

Luca is a management consultant and marketing professional with 16 years experience in numerous sectors in Europe, the US and Australia.

After founding a luxury goods export business based in Florence, Luca was Head of Marketing for an international jewellery company in Australia and is now General Manager of a Sydney based marketing consulting business.

Luca loves sales and marketing strategy, strategic planning and brand development and management. Although he consults across various sectors, his main expertise is in luxury and lifestyle goods and services.

Luca speaks English, Italian and French.



Michael Barron

Michael Barron has spent more than 25 years living and working internationally, in the Middle East and North Africa and South East Asia. He is an expert in political risk and compliance and much of his work has involved engagement at the highest levels of government.

He was a government and public affairs manager for the major gas company BG Group with assignments in Egypt, Oman and Palestine. He also worked for Middle East Broadcasting, Control Risks Group and Eurasia Group.

Michael also has deep knowledge of transparency issues, particularly in the EU.

INTERNATIONAL BUSINESS (IBA) PROGRAM

Module

1

Company

Is your company really ready to enter a new international market?

In Module 1 we help you to clarify:

- How internationalisation fits with your overall strategy
- Your company's strengths and weaknesses in the international arena
- Whether your company is adequately resourced to expand into a new territory
- What direct and indirect costs you can expect to encounter as you establish your new international business
- 1, 2 and 3-year goals for your new market

Module

2

Market

A In Module 2 (A), we address the challenge of choosing a new market and help you to ensure that you have chosen the right one. Module 2 focuses on:

- Developing criteria for assessing target markets
- Sizing and segmentation
- Knowing how the market works
- Political and economic risk
- Trade barriers

B In Module 2 (B) we look at choosing a mode of market entry that suits your business model and also suits the new country that you are targeting. We address the pros and cons of different models and help you to identify models that will work for your business in overseas markets.

Module

3

Product

Taking your business overseas is exciting, but will your product or service really work in the new market? In Module 3 we help you to answer that question. In particular, we work with you to answer the following questions:

- Does your product or service have a unique customer value in your target market?
- Do you know whether your product can be sold competitively in your target market?
- Do you know whether you will need to re-label and re-package your product to make it appropriate for your target market?
- Have you researched how to successfully market your product or service in your target market?

Module

4

Customers

The customer is always right, right? In Module 4, we focus on:

- Identifying how your customer base in the target market differs from your customer base in the domestic market
- Understanding whether your product or service will offer customers in the target market a superior value proposition
- Adapting your domestic business strategy to deliver competitively superior customer value in a foreign market
- Knowing whether you will be able to offer the post-sales service that customers need to use your product or service

Module

5

Competitors

Have you identified your competitors (locally, regionally and internationally) and how their offerings compare to yours? In Module 5 you will:

- Identify who your competitors are;
- How they operate in your target market; and
- How you can respond to capture the market.

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Module

6

International Marketing

It's time to market your product in the new target market. But where to start?

In Module 6 we look at the different international marketing channels and help you decide which ones are right for your company and how to deploy them.

Module

7

Funding and Financing

Do you know how much it will cost for you to expand your business overseas? Can you afford to grow beyond the domestic market and how will you pay for your expansion?

In Module 7, we show you how to build a picture of the direct and indirect costs associated with taking your company overseas. We also teach you about some of the financing and funding options which can provide flexibility and help you on your way.

Module

8

Culture

Understanding the culture of your target market is key to succeeding there.

Module 8 is all about how to get along in an unfamiliar business environment. We present frameworks and strategies which help you to ensure that your team understand the culture which they will be working with, and how to surmount the challenges which will inevitably arise.

Module

9

Regulatory

Managing risk and knowing your way around regulatory frameworks are essential parts of launching successfully in a new country.

Don't get caught out! Join us in Module 9 to find out:

- The most important risks to mitigate as you take your company international
- Which regulatory frameworks you must consider as you move into a new market
- Strategies for reducing risk and simplifying compliance

Module

10

Team

In Module 10, we take a deep dive into the topic of team.

We look at the kinds of skills that are required to make an international operation a success and talk about how to go about building and resourcing an international team.

Module

11

Strategy

In Module 11, we'll show you how to put all the pieces together to create a strategy that will carry your business into your target market. We will highlight:

- Market entry strategies for goods and services companies
- Market visits
- Go-to-market options and strategies
- Logistics
- Timelines
- Contingency planning





OUR PARTNERS:



TO REQUEST A CONSULTATION, CONTACT US ON:

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