
Overview

This is about identifying and assessing opportunities for developing your organisation's products/services within international markets. It includes establishing the business case and an associated plan for the marketing, distribution and selling of your organisation's products/services to those markets judged to have the necessary potential.

Who this unit is for

This unit is recommended for those with responsibility for exploring opportunities for an organisation's products/services within international markets, but who may not necessarily be marketing or sales specialists. For example, such individuals might be 'general' managers within larger organisations, or managers and/or proprietors within small to medium sized organisations.

Related specialist units

Those seeking specialist standards offering greater depth regarding this area are referred to the following related MSSSB units:

Marketing units

1. Assess marketing opportunities within international and/or diverse markets
2. Establish the business case and marketing plan for distributing products/services to international and/or diverse markets

Sales unit

3. Sell products or services in international markets

Details of these units can be accessed via <www.msssb.org>

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Performance criteria

You must be able to:

- P1 define and agree your objectives from international markets
- P2 assess the markets available to the organisation and the size of the opportunity within each
- P3 identify the trading systems in the market(s) being considered , establishing the potential impact for your organisation of any tariffs, quotas, exchange controls or other possible related barriers to trade
- P4 identify the economic environment of the market(s) being considered and assess product/ service needs and associated opportunities for your organisation's products/services
- P5 determine how potential customers in the market(s) being considered perceive and use the types of products/services being offered by your organisation
- P6 assess how culture and customers' general behaviours might impact upon the marketing of your organisation's products/services in the markets being considered
- P7 identify potential competitors in the market(s) being considered and assess their marketing strategies for the products/services which would compete with those of your organisation
- P8 evaluate the sales potential for your organisation within identified markets, the resources and investment required to achieve the potential and the risks to your organisation associated with entering the markets
- P9 examine and agree the strategy for entering the identified markets, assessing the relative costs and benefits of possible options, including contingency plans for addressing particular areas of uncertainty
- P10 assess and agree the customers/customer types to be targeted, matching their buying characteristics and needs to your organisation's products/services, based upon a realistic assessment of their purchasing potential
- P11 determine the extent to which your organisation's marketing and sales activities need to be adapted to meet the requirements of the target market(s)
- P12 present and agree the business case and plan for distributing to the selected markets, including the forecast return on investment

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the importance of understanding trade systems operating in the markets being considered, including any tariffs levied, quotas, exchange controls and non-tariff trade barriers, and how to do this
- K2 the factors to consider when understanding the economy of the market(s) being considered, including the industry structure and income distribution of the potential customers
- K3 the factors to be considered when assessing the political-legal environment of the market(s) being considered, including attitudes towards buying relevant products/services from overseas
- K4 how the culture and people's behaviour within particular markets can affect customer's actions in the market place
- K5 the indicators of market potential to be considered, including demographics, geographic characteristics, economic, technological and socio-cultural factors
- K6 different ways of entering markets, and their implications for an organisation upon commitment and risk, as well as the potential for control and profitability, including exporting, joint ventures and direct investment
- K7 ways to establish international sales leads including the use of agents, partnerships, trade fairs, exhibitions, conferences and published business opportunities
- K8 the marketing components to be considered, including the products/services, their pricing, promotion, packaging and distribution, and the factors to consider when deciding these for different markets

You need to know and understand:

Industry/sector specific knowledge and understanding

- K9 sources of information regarding trends and developments within different markets for your industry/sector
- K10 legal, regulatory and ethical requirements affecting the marketing of products/services to the target markets, and their impact for your organisation's social/corporate responsibility

You need to know and understand:

Context specific knowledge and understanding

- K11 the target market's economic environment, trade systems and political-legal environment relevant to the products/services to be marketed
- K12 the cultural characteristics of the customers within the target market
- K13 your organisation's relevant products/services
- K14 your organisation's culture and capacity to develop international markets

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Additional Information

Behaviours

1. You articulate the assumptions made, and any risks involved, in understanding your analysis
2. You present information clearly, concisely and accurately

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Status Original

Originating organisation MSSSB

Original URN S11

Relevant occupations Agriculture, Horticulture and Animal Care; Business, Administration and Law; Information and Communication Technology; Arts, Media and Publishing; Health, Public Services and Care; Medicine and Dentistry; Nursing and Subjects and Vocations Allie; Health and Social Care; Public Services; Child Development and Well Being; Agriculture; Horticulture and forestry; Animal care and veterinary science; Environmental conservation; Professional Occupations; Managers and Senior Officials; Information and Communication Technology; Research Professionals; Librarians and Related Professionals; Engineering Professionals; Science Professionals; Database Administration; Software Development; Systems Support; Local Area Archives; Microfilm and Microfiche Technician; Associate Professionals and Technical Occupations; Corporate Managers and Senior Officials; Microsoft Certified Professional; Application Support; Business Analyst; Managers and Proprietors in Hospitality ; ICT for practitioners; ICT for users; Science and mathematics; Science; Mathematics and statistics; Engineering and manufacturing technologies; Engineering; Manufacturing technologies; Transportation operations and maintenance; Construction, planning and the built environment; Architecture; Building and construction; Urban, rural and regional planning; Retail and commercial enterprise; Retailing and wholesaling; Warehouse and distribution; Service enterprises; Hospitality and catering; Leisure, travel and tourism; Sport, leisure and recreation; Travel and tourism; Performing Arts; Crafts, creative arts and design; Media and communication; Publishing and information services; History, philosophy and theology; History; Archaeology and archaeological sciences; Philosophy; Theology and religious studies;

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Determine opportunities for international sales

Social sciences; Geography; Sociology and social policy; Politics; Economics; Anthropology; Language, literature and culture; Languages, literature and culture of the; Other languages, literature and culture; Linguistics; Education and training; Teaching and lecturing; Direct learning support; Preparation for life and work; Foundations for learning and life; Preparation for work; Accounting and finance; Administration; Business management; Marketing and sales; Law and legal services; Production Managers; Functional Managers; Quality and Customer Care Managers; Financial Institution and Office Manager; Managers in Distribution, Storage and Re; Protective Service Officers; Health and Social Services Officers; Managers in Farming, Horticulture, Forest; Managers and Proprietors In Other Services; Health Professionals; Teaching Professionals; Legal Professionals; Business and Statistical Professionals; Architects, Town Planners and Surveyors; Public Service Professionals; Science and Engineering Technicians; Draught persons and Building Inspectors; IT Service Delivery Occupations; Health Associate Professionals; Therapists; Social Welfare Associate Professionals; Protective Service Occupations; Artistic and Literary Occupations; Design Associate Professionals; Media Associate Professionals; Sports and Fitness Occupations; Administration and Secretarial Occupations; Government and Related Organisations; Finance; Records; Communications; General; Secretarial and Related Occupations; Skilled Trades Occupations; Skilled Agricultural Trades; Metal Forming, Welding and Related Trade; Metal Machining, Fitting and Instrument ; Vehicle Trades; Electrical Trades; Construction Trades; Building Trades; Textile and Garment Trades; Printing Trades; Food Preparation Trades; Skilled Trades NEC; Personal Service Occupations; Healthcare and Related Personal Services; Childcare and Related Personal Services; Animal Care Services; Leisure and Travel Service Occupations; Hairdressers and Related Occupations; Housekeeping Occupations; Personal Services Occupations NEC; Sales and Customer Services Occupations; Sales Assistants and Retail Cashiers; Sales Related Occupations; Customer Service Occupations; Process, Plant and Machine Operatives; Process Operatives; Plant and Machine Operatives; Assemblers and Routine Operatives; Construction Operatives; Transport Drivers and Operatives; Mobile Machine Drivers and Operatives; Elementary Occupations; Elementary Agricultural Occupations; Elementary Construction Occupations; Elementary Process Plant Occupations; Elementary Goods Storage Occupations; Elementary Administration Occupations; Elementary Personal Services Occupations; Elementary Cleaning Occupations; Elementary Security Occupations; Elementary Sales Occupations; Transport Associate Professionals; Legal Associate Professionals; Business and Finance Associate Professionals; Sales and Related Associate Professional; Conservation Associate Professionals; Public Service and Other Associate Professionals

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Determine opportunities for international sales

Suite

Marketing and Sales Standards for non-specialists

Key words

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