

# Start Export

Target group: Owners and senior executives of SMEs

Objectives: At the end of the programme the participants should have

1. Information about business opportunities in the target area
2. New business contacts
3. A better understanding of doing business at an international level

Structure: 3½ days of training  
Two times ½ day of individual consulting  
Five days of market research  
Two-day business trip

Group size: 15

## Stage 1

Company analysis and market research brief

Duration: ½ day of individual consulting

## Stage 2

Overview of what it means to operate internationally

Information about the target area (current situation and business opportunities)

Business culture in the target area

Duration: two days of training

## Stage 3

Market research by the consultant and a written report

Duration: five days including one day for organising meetings

## Stage 4

Transporting products, alternatives, costs

Documents and procedures

Authorities and regulations

Duration: one day of training

## Stage 5

Business trip to the target area

Meetings with potential clients or partners

Duration: two days

## Stage 6

Follow-up plans

Duration: ½ day of individual consulting

## Stage 7

Summary

Duration: ½ day of training

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