



Taking CARE of Business

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⊙ Who is Sfi International ?

- Originally a distributor

⊙ So how have we evolved into export markets

- Now taking product back to originating markets



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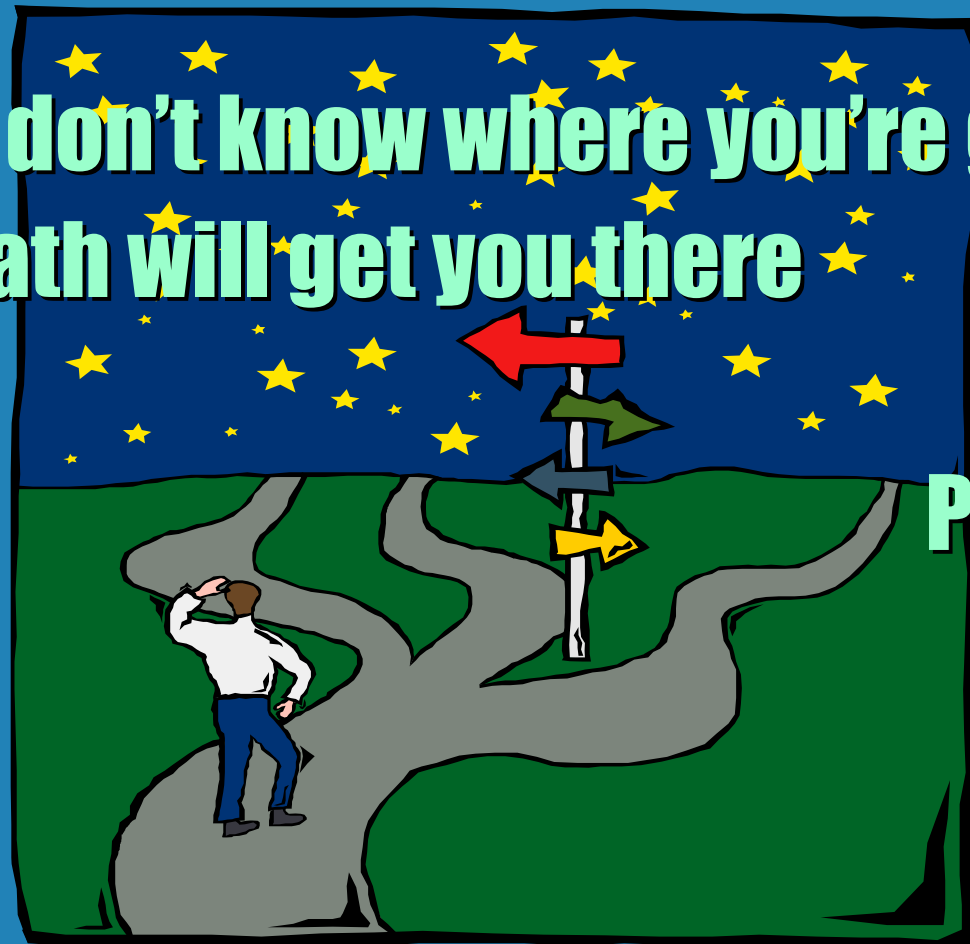
THE JOURNEY





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If you don't know where you're going
Any path will get you there



Plato;



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⚙️ What did we know about export?

- a) not as good or unique as we thought, or
- b) we needed to improve our export marketing skills.





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• What did we need to know about export 



• a lot



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⚙️ So where do you start ?

- **Austrade**
- **Government**
- **Conferences**
- **Competitors**





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- **We needed to learn about**
 - **tariff's, trade barriers**
 - **landed costs**
 - **training needs**
 - **seasonal factors that influenced change**
 - **required resources**
 - **project management**
 - **levels of international contracts/agreements**



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⚙️ What did we need to do as potential exporters

- **planning of visits overseas**
- **state of the art presentation material**
- **equipment requirements**
- **testimonials**
- **distribution system**



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• Marketing of the product

- lift profile
- understand pricing policy
- be sure of potential of market
- embrace cultures
- communicate at country specific level





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• Prerequisites to successful exporting that we found

- firm concepts
- acceptance based on Australian success
- demand
- support
- commitment - (promote and travel)
- use external resources
- willingness to adapt
- preparation





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⚙ Pitfalls

- **currency changes**
- **protection of ideas/intellectual property**
- **piracy of software**
- **lack of accountability**
- **service levels of clients overseas**
- **no direction**
- **lack of promotion and advertising**





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⚙ Pitfalls

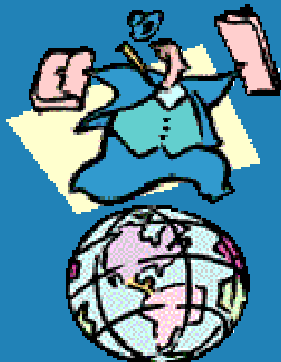
- **market Plan**
- **research Market definition**
- **product life cycle knowledge**
- **allocate commitment to time**
- **lack of negotiation skills**
- **giving exclusive distribution just to get market representation**
- **weak trading/payment terms**



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⚙ Pitfalls

- **identify a product that is worthy of export before wasting energy and money**
- **look after staff**
- **take business into today's technology**
- **lack of knowledge of assistance**



– EMDG

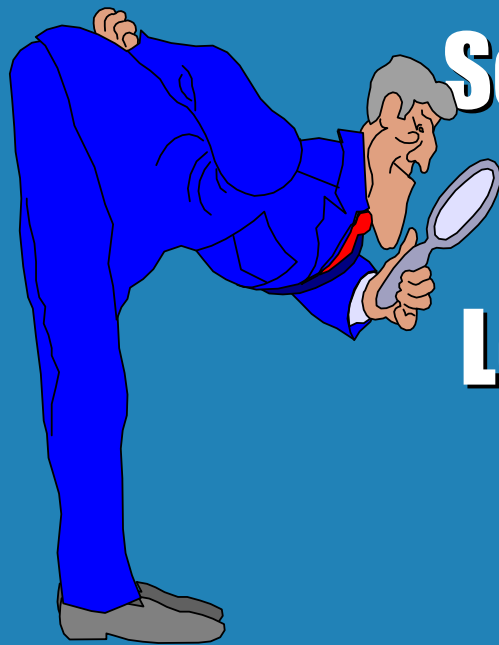
– R&D

– Export Assistance (TradeGate)

– VECCI



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So is it all worth it ?

Lets take a closer look



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- ❁ **A Lack of formal distribution , recruitment, selection, agreements, legal understandings, will hinder continued growth**
- ❁ **Lack of understanding of competitive products will mean wasted energy**
- ❁ **Lack of capital to support market penetration will ensure failure**
- ❁ **Lack of local reference sites will hinder introduction into a new country unless you have researched your market well.**



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- ❁ **Lack of understanding of cultural boundaries will mean that you will struggle to overcome objections in certain countries.**
- ❁ **Lack of good help desk procedures will scare companies from commitment**
- ❁ **Lack of Customer service will most definitely stop you from obtaining greater market share**



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☐ Overall Approach to

INTERNATIONAL MARKETING and EXPORTS

- 1) presentation (product and people)
- 2) brand strength
- 3) realise that export is wealth creation
- 4) divide time between listening, reporting, answering and providing a free service
- 5) everyone is potentially your client



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☐ Overall Approach to

INTERNATIONAL MARKETING and EXPORTS

6) assume that people overseas know very little about Australia

7) make materials easy to read

8) know what you expect out of the export market

9) observe opportunities and find out who the decision makers are

10) maintain a professional approach at all times



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'Your school may have done away with winners and losers, but life has not. In some schools they have abolished failing grades, they'll actually give you as much time as you want to get the right answer.

This does not bear any resemblance to ANYTHING in real life and if you think that life is not fair, get used to it.'

from Bill Gates

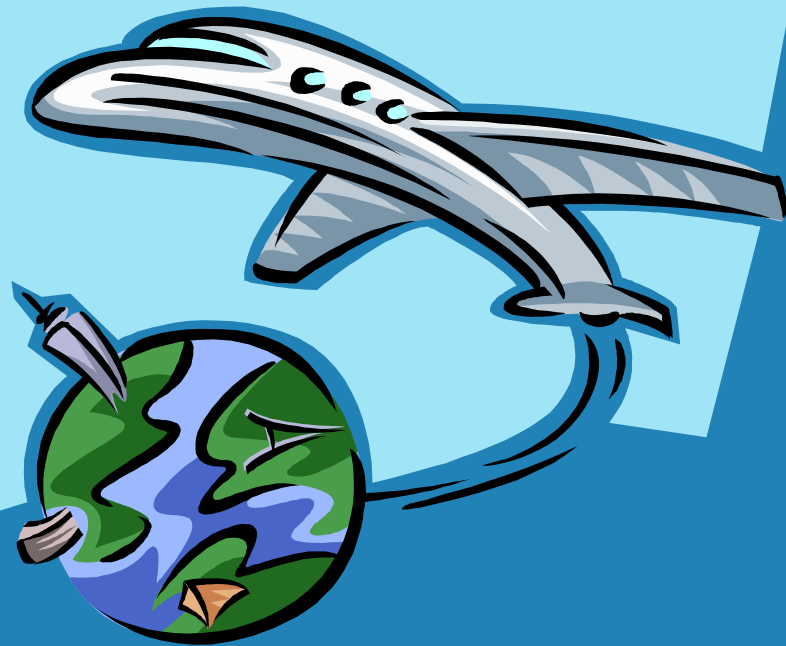
CARE sites



- **Nestle NZ**
- **Goodman Fielder NZ**
- **Royal Bank Canada**
- **Cussons UK**
- **Arnott's**
- **Kraft Asia**
- **Reckitt Benckiser, AUS, SA, USA**
- **Masterfoods Japan**



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**It is an exciting journey
Thank you**