

U.S. Market Entry 2022

e-Seminars for the UK and for English-Speaking Participants
'Live' Interactive Video Online Meetings



**Four
Weeks to
Design
Your U.S.
Market
Entry Plan**

MONTH TWO PROGRAM

The 4 weeks 'Live' Interactive Video Online Meetings (1.5 hours per meeting) include:

WEEK ONE - A description of the components of a U.S. Market Entry Business and Marketing Plan for Program participants. B2B, B2C, B2I or B2G. Targeting and Positioning as fundamental start elements of the Planning Exercise.

WEEK TWO - Necessary economic resources are discussed. The first four parts of the U.S. Market Entry Plan are completed by participants.

WEEK THREE - Product strategies are reviewed and the next four parts of the U.S. Market Entry Plan are completed by participants.

WEEK FOUR - Lead development systems are discussed and the final six parts of the U.S. Market Entry Plan are completed by participants.

University 'Professors' and Consulting Experts facilitate each week meeting.