



New York



Chicago



Beverly Hills

Consulting Professors Online LLC

U.S. Market Entry Programs - 'THE BRIDGE'

Mexico

Coaching Professors', Inc. experience in International Business includes Importing/Exporting, Joint Ventures, Foreign Operations, and Licensing. Since 1981, the company worked extensively with many foreign clients who entered the U.S. market and with domestic companies wishing to expand internationally in Central America, South America, Australia, and Europe. Coaching Professors worked directly with Foreign Consulates and Trade Missions located in the U.S., including the Quebec Trade Mission, The Danish Royal Consulate, The British Consulate, the Italian Trade Missions, the Thailand Trade Mission, The Australian Trade Center, the Indian Consulate and COPARMEX in Mexico.

The company provides advisory in strategic business development, marketing, sales re-engineering and consumer psychology and since 1981, it has helped over 1,000 commercial clients, both domestically and internationally. Consulting Professors Online (a fully owned subsidiary of Coaching Professors, Inc.) provides Online programs that address Core Business Topics, Advanced Business Advisory, and Personal Self Development Programs; in selected foreign countries, the e-Seminar division provides U.S. Market Entry programs under the name 'THE BRIDGE'™ for companies interested in the U.S. market.

Month One of the U.S. Market Entry Program, called 'The Bridge' consists of a complete description of the U.S. Market (B2B, B2C, B2G and B2I), including geography by target regions, cultural diversity, product and service preferences, consumer psychology, options for market entry, U.S. business practices, U.S. legal business entity choices, the U.S. financial system, and other relevant topics. The American market offers great promises, for "it is very vast", but it must be understood before one can succeed. The commercial history of the U.S. teaches that while several Mexican companies have had great success, many Mexican companies have also failed - the most common reason for failure is the lack of a correct knowledge of the American consumer and a lack of commercial adaptation to this different market. **The Month One information is provided using a convenient e-Seminar format, that utilizes Interactive 'Live' Video**

Conferencing to reach all participants, in 4 weeks, with one weekly meeting of 1.5 hours. Month One participants that think the U.S. Market represents a valid for them, will move on to Month Two of the 'Bridge'.

Month Two of the U.S. Market Entry Program, called 'The Bridge' consists of the preparation of a U.S. market entry plan by each participant. Each non competing Mexican participant investigates five main market-entry strategies and three ancillary strategies, considering either an individual market entry or an alliance to other companies, utilizing an 'Umbrella Branding' plan, for products or services that are complementary and supplementary. In this second phase, a specific method strategy to enter the U.S. Market is discussed and selected; the B2C, B2B, B2G and B2I consumer purchasing psychology and criteria are discussed and incorporated in the market entry plan; necessary economic resources are discussed, products that could work together are grouped together and an entry plan is created. In detail, sales prices are discussed as well as profitability plans, direct/indirect and mixed (hybrid) distribution channels. Each week, Market Entry planning templates are provided to participants for their drafting of their customized U.S. market entry plan. Each week, all participants plan progress is reviewed by the e-Seminar advising facilitators. **The information is provided using a convenient e-Seminar format, that utilizes Interactive 'Live' Video Conferencing to reach all participants, in 4 weeks, with one weekly meeting of 1.5 hours.**

Month Three plus of the U.S. Market Entry Program, called 'The Bridge' consists of the support provided by our dedicated group of consultants helping Month Two participants who decided to implement their Marketing Entry Plans. Marketing entry plans are confirmed and fine-tuned, legal entities are formed, banking connections are started, initial operations are scheduled to start, supply chains are established, production and service activities start. Financial instruments are confirmed, marketing and lead development commence, exporting assisted activities start and repair centers are formed. The Third Phase consultants advise, assist, coordinate, assess and suggest corrective actions. **The U.S. advisory portion of this Phase is provided using convenient Interactive 'Live' Video Conferencing to reach each client or client group, with one weekly meeting of 1.5 hours,** for the duration of 6 to 12 months as each specific client requires.

e-Seminar Facilitators

The U.S. Market facilitator for the Mexico e-Seminars in Spanish is 'Prof.' Donaji Montes Estrada. Prof. DONAJI MONTES – holds a BA in Management and Business Administration from the National Autonomous University of Mexico, a University of Cambridge Diploma on Strategic Roadmapping, and a Global Innovation Leadership Workshop Diploma from Stanford University. She is the CEO and founder of Intechnational LLC, a consulting firm based in the Silicon Valley that helps technology businesses with their international business and projects. Donaji is a bilingual and bicultural professional with 12 years of experience working with technology companies. She worked for The US Mexico Foundation for Science Inc, in the Technology Business Accelerator program (TechBA) in Arizona and Silicon Valley.

The U.S. Market facilitator for the Mexico e-Seminars in English is 'Prof.' Roberto J. Ancis - B.S. Physics, MS Chemistry and Computer Science, MBA Marketing, Management and International Business. Teacher, Researcher, business and technical marketing consultant since 1981. Nationally and internationally known for his seminars in business development, sales, marketing, branding, direct marketing, distribution marketing, outreach and Internet strategies. CEO of Coaching Professors, Inc. and Consulting Professors Online, LLC assisted Solahart (Perth Australia) to successfully enter the United States as well as the Australian U.S. Licensee of BUM EQUIPMENT. Other past clients included: LINCOLN ELECTRIC COMPANY, CUBIC WESTERN DATA, LES MITCHELL INDUSTRIES, PHILIPS INTERNATIONAL, EQUITABLE LIFE, CIGNA FINANCIAL SERVICES, NEW YORK LIFE, WOODVIEW CALABASAS HOSPITALS, ALL AMERICAN MAILING, COMOEXPORT, CALIFORNIA ENERGY COMMISSION, UNIQUE COMPUTER SYSTEMS, CONTINENTAL CONTROLS CORPORATION, and GILDA MARX.