

# U.S. Market Entry 2020-21

## e-Seminars for the UK

'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.**