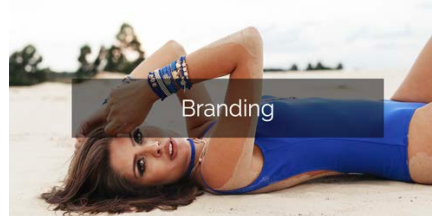


International Marketing

Key Result Areas

- ✓ Export Sales Growth > 30%
- ✓ Entry & New Market Development – 3 Months
- ✓ Increase Market Share > 40%
- ✓ Brand Positioning & Image Building – 3 Months
- ✓ Hiring & Training International Marketing & Sales Team



Who we are?

- International Marketing Division of ZJELL.COM
- Network of 250 Experienced Professionals in International Marketing
- More than 35 Countries with Strong Network & Presence
 - ✓ **Asia:** India | China | Sri Lanka | Malaysia | Indonesia | Vietnam | Philippines | Thailand
 - ✓ **Africa:** Senegal | Ghana | Nigeria | Tanzania | Kenya | Algeria | Morocco | Egypt | Tunisia | Zambia | Mozambique
 - ✓ **Europe & Central Asia:** Turkey | Bulgaria | Russia | Serbia | Kazakhstan | Azerbaijan
 - ✓ **Middle East:** Jordan | UAE | Qatar | Saudi Arabia | Oman
 - ✓ **South America:** Peru | Brazil | Colombia | Paraguay | Guatemala
- Proven success in International Marketing Management
 - ✓ Market Research & Addressable Market Potential Assessment, TAM Reports
 - ✓ Market Entry & Market Development Strategy, and RTM
 - ✓ International Distribution Network development
 - ✓ Inbound Marketing & Outbound Marketing
 - ✓ Hiring, Training, Development of International Marketing & Export Sales Staff
- Expertise in Wider Product Groups
 - ✓ Fashion Clothing and Beauty Products
 - ✓ Electronics & Home Improvement Products
 - ✓ Industrial Products, Materials, Equipments, Machines
 - ✓ Building Materials, Electrical, Civil, Hand Tools, Power Tools
 - ✓ Foods & Agri Commodities
 - ✓ Automobile, Auto Parts, Accessories, Repair products



What we do?

International Marketing Solutions:

1. How to find, select, and develop potential **Export** markets?
2. Who are the potential **customers** and main competitors of your products?
3. What are the **prices, margins**, premiums for the products you are offering?
4. What is most effective **Market Entry** Strategy to New International Market?
5. How to identify, select, and implement most effective **Route to Market**?
6. How to set up **International Sales Distribution Network**?
7. How to increase **Market Share** & create Brand Preference?
8. How to position, strengthen, protect your **Brand** in export markets?
9. How to **Hire & Develop** Export Sales Team & Foreign Sales Staff?
10. How to setup & improve **Export Sales Organization** efficiency?

International Marketing Projects

1. Market Research & TAM Potential
2. Market Entry & Market Development
3. Customer Database & Key Contacts
4. International Branding
5. International Hiring & Training



International Marketing Projects

Market Study

- ✓ Market size mapping
- ✓ Market growth potential
- ✓ Potential customers list
- ✓ Products, Price, Margins
- ✓ Competitive landscape
- ✓ Market Entry strategy
- ✓ Route to Market

Market Development

- ✓ Market Segmentation
- ✓ Direct Marketing
- ✓ Customer Visits
- ✓ Presentations
- ✓ Specification approvals
- ✓ Vendor Code & Registration
- ✓ Distribution Network Setup
- ✓ After sales service set up
- ✓ Strategic marketing alliances
- ✓ Customer intimacy strategy

Inbound Marketing

- ✓ Content development
- ✓ Blogging & Forums
- ✓ WOM Influence Marketing
- ✓ Infographics & Image Gallery
- ✓ Online Videos & Slideshare
- ✓ Social Media Posts
- ✓ Social Media Brand Ambassadors
- ✓ Case Studies & Webinars
- ✓ Online Modelling Agency
- ✓ Online Promotional Events

Outbound Marketing

- ✓ ShoutOut emails
- ✓ Telemarketing & SMS
- ✓ Banner and display ads
- ✓ Road Shows Billboards
- ✓ Newspaper & magazine ads
- ✓ Cold calling & lead generation
- ✓ TV and radio ads



Potential Markets in 2020

SN	Country	Region	Population, Million	GDP PPP/Cap, USD
1	China	Asia East	1,394	18,110
2	India	Asia South	1,371	7,874
3	Malaysia	Asia South East	32	30,860
4	Ghana	Africa West	29	6,452
5	Indonesia	Asia South East	265	13,230
6	Senegal	Africa West	16	3,651
7	Saudi Arabia	MENA ME	33	55,944
8	Jordan	MENA ME	10	9,433
9	UAE	MENA ME	10	69,382
10	Colombia	America South	50	14,943
11	Vietnam	Asia South East	95	7,511
12	Morocco	MENA NA	35	8,933
13	Peru	America South	32	14,224
14	Dominican Rep	America Central	11	18,425
15	Kazakhstan	Asia Central	18	27,550
16	Brazil	America South	209	16,154
17	Bulgaria	Europe East	7	23,156
18	Sri Lanka	Asia South	22	13,397
19	Azerbaijan	Asia Central	10	18,076
20	Philippines	Asia South East	107	8,936
21	Paraguay	America South	7	13,395
22	Turkey	Europe East	81	27,956
23	Russia	Europe East	147	29,267
24	Thailand	Asia South East	66	19,476
25	Tunisia	MENA NA	12	12,372
26	Egypt	MENA NA	97	13,366
27	Serbia	Europe East	7	17,555
28	Tanzania	Africa East	59	3,444
29	Guatemala	America Central	17	8,436
30	Nigeria	Africa West	196	6,027



Market Assessment - How we Do It?

Identifying & Listing Key Contacts

- Customers
- End Users
- Distributors
- Decision Makers
- Competition
- Influencers
- Zjell Database
- Industry Directories

Communication & Data Collection

- Presentation
- Emails
- Telecon
- Videocon
- Field Visits
- Meetings
- Industry Reports
- Zjell Network

Data Analysis & Final Report Preparation

- Market Sizing
- CAGR
- Porter Analysis
- Competitive Landscape
- Cost Structure
- Addressable Market Potential
- Conclusion
- Recommendations



Timeline & Milestones - How we Do It?

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International Hiring & Training Projects

Management

- ✓ International Business Manager
- ✓ Export Head / Manager
- ✓ International Marketing Head
- ✓ Country Manager
- ✓ Regional Manager
- ✓ Field Sales Executive
- ✓ Logistics Support Staff
- ✓ Customer Service staff

Independent & Contracting

- ✓ Foreign Sales Representative
- ✓ International Marketing Consultant
- ✓ International Sales Agent
- ✓ Warehousing & Logistics Agent
- ✓ Customer Service Agent
- ✓ Brand Promotion Agent
- ✓ Social Media Brand Ambassador
- ✓ Tax & Legal Consultant

Temporary Staffing

- ✓ Brand Ambassadors
- ✓ Commercial Models
- ✓ Event Models / Hostesses
- ✓ Influencers & Bloggers
- ✓ Interns & Trainees
- ✓ Translators & Interpreters
- ✓ Private Secretaries
- ✓ Brand Consultants
- ✓ Promo Models

Sales Excellence

- ✓ Export Organisation Structure
- ✓ Export Process Flow Setup
- ✓ Export Leadership Training
- ✓ Export Sales Staff Training
- ✓ International Marketing Training
- ✓ Sales Management Training
- ✓ Export Support Staff Training
- ✓ International Customer Service
- ✓ International Employee Branding
- ✓ Digital Marketing Training
- ✓ Product knowledge & product training



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