CINCPEDRES
EXPORT MANAGEMENT

A journey of a thousand miles
begins with a single step.

Confucius

INTERNATIONALIZING A BUSINESS

What it entails

Internationalization is NOT just selling.

Internationalizing a business consists in conducting **some or all** company operations abroad.

UPSTREAM

R&D > **Planning**
Purchases > **Suppliers**
Production > **Delocalization**

BUSINESS

DOWNSTREAM

Sales > **Sales network**
Marketing > **Communication**
Post sales > **After-sales service**

MOTIVATIONS

Why internationalize?

EXTERNAL STIMULI → **RESULT**
- Potential spot sales
- No financial risk

→ Passive stance and a non-strategic approach

DOMESTIC MARKET PROBLEMS → **RESULT**
- Potential spot sales
- Financial risk

→ Responsive stance and a not very strategic approach

DESIRE TO EXPAND → **RESULT**
- Business internationalization
- Optimized financial resources

→ Pro-active stance and a strategic approach

WHAT IS DIFFERENT? → The STANCES and APPROACHES

INTERNATIONALIZING A BUSINESS

Choosing the right consultant

Import/export experience
Familiarity with international market dynamics
Speaks several languages
Understands different cultures
IMIT certification

Cinc Pedres Export Management is a specialized consultancy firm with a team of former company executives and freelance professionals who guarantee all the experience required to identify, address and resolve critical factors in the internationalization of SMEs.

Our value lies in determining and steering the entire business internationalization process.

THE PROCESS

Preparatory PHASE

- Due diligence
- Product internationalization
- Communication

Analytical PHASE

- Selecting and choosing distribution channels
- Market access methodology
- Contract management

BUSINESS PLAN

THE COURSE OF ACTION

Preparatory PHASE

- **Due diligence** — Analyzing the status quo
- **Product internationalization** — Defining catalogues, price lists, discounts
- **Communication** — Company logo, website, top social media

Analytical PHASE

- **Choosing distribution channels** — Analyzing markets, flows, players, shares, price levels, benchmarks
- **Market access strategy** — Direct or indirect
- **Contract management** — Preparing international contracts

BUSINESS PLAN → Sharing it with the Management → Short, medium and long term objectives

Contact:

www.cincpedres.com

www.linkedin.com/company/cincpedres-export-management

Mobile: +39 348 6901563

Mail: andrea@cincpedres.com

Skype: stilla64