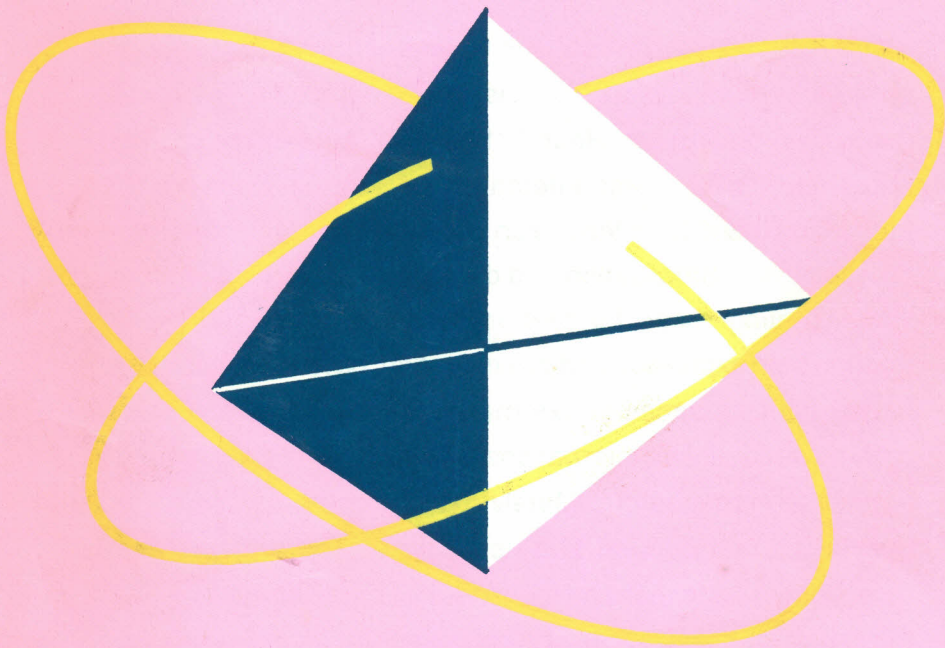


INTERNATIONAL MARKETING
AND
STRATEGIC MANAGEMENT FOR
SMALL AND MEDIUM
ENTERPRISES



at
EDI CAMPUS, 6-11 March, 1995.

S p o n s o r e d b y S I D B I

Establishing and developing an enterprise is as entrepreneurial as founding an enterprise. The ultimate goal of an entrepreneur while setting up an enterprise is long term personal gains which can be achieved only through development. An entrepreneur is always called upon to make certain assumptions about the environment while setting up an enterprise. But the environment is prone to changes and unless the enterprise responds and adapts to this changing environment, it is bound to be marginal. It is mainly because of this that many enterprises in India and abroad have had to close down and have not been able to keep pace with the mounting competition. The owner-managers who fail to perceive opportunities emerging from the environmental changes cease to be entrepreneurs.

Since mid-1991, Indian economy has been gradually opening up to global competition. This has been reinforced by the recent conclusion of Uruguay Round of General Agreement on Tariff and Trade (GATT). Both internally and externally, the market forces are now driving the Indian business to gear up for severe competition. Liberalisation and deregulation of Indian industry, while creating scope for new enterprise creation and growth through both expansion and diversification, have led to increased competition. Changes in external factors due to policy shifts, both on national and international level, call for skills other than functional management. Merely managing the functions of a business is not enough to be successful. The entrepreneurs must know how to manage the external factors as well. Or else, they may lose out either on the possibility of exploiting new opportunities or on producing products which are not in consistence with the demand of the society at large.

The assumptions made on the demand for the product concerned may be defeated as the external factors change due to the policy shifts. Some of these changes may create new opportunities and the entrepreneur must have the capacity to exploit them gainfully.

Maximising profit is possible in the current environment by integrating the business with international markets. Small and medium enterprises, have greater potential for international marketing. But, owing to lack of sufficient knowledge of procedures and formalities of export business, these enterprises tend to either confine themselves to domestic market or export through intermediaries. This diminishes the profit potential substantially.

In the emerging scenario, skills in developing and implementing strategies which help in adaptation and strengthening aptitude for international marketing, appear to be the only sources of survival and growth. With this in view, the Entrepreneurship Development Institute of India proposes to organise a 6-day programme on 'International Marketing and Strategic Management for Small and Medium Enterprises'.

OBJECTIVES OF THE PROGRAMME

The programme will help the participants in:

1. Familiarising themselves with changes in national and international business environment.
2. Familiarising themselves with procedures and formalities of international business.
3. Obtaining information on potential foreign markets.
4. Identifying strategic advantages of their business in the changing environment through SWOT analysis.

5. Developing strategies to remain competent.
6. Developing strategies to achieve growth.
7. Developing and sharpening skills required for export business in particular, and strategic management in general.

PROGRAMME INPUTS

The programme intends to change the vision of entrepreneurs, owner / managers and senior executives of small and medium enterprises. It proposes to provide the following inputs:

1. Knowledge of the changing policy and business environment.
2. Knowledge of the markets, procedures and formalities of international business.
3. Skills to analyse the strengths, weaknesses, opportunities and threats of the business concerned.
4. Skills to evolve and implement strategies.

PROGRAMME METHODOLOGY

The programme ensures classroom interactions with experts on various subjects, experienced entrepreneurs and counsellors. Tackling real life situations, sharing of experiences, and individual counseling etc. will be the tools for imparting knowledge and developing skills. Substantial written material on relevant subjects will be distributed to the participants. Experts drawn from both internal sources and other organisations will handle the sessions. The resource organisations include other training and research institutes, commercial banks, consultancy organisations and business houses including export houses.

VENUE AND DURATION OF THE PROGRAMME

The programme is scheduled to be held on EDI campus between 6 - 11 March, 1995. Eventhough it is a residential programme, the participants may exercise the option of being present at the campus only during the sessions.

FEEES AND SPONSORSHIP

Since, Small Industries Development Bank of India (SIDBI) is sponsoring the participations, the fee for residential participants will be Rs. 4500/- and for non-residential participants will be Rs. 7500/-. The residential participants will be provided with air-conditioned, double occupancy accommodation.

APPLICATION PROCEDURE

Please fill-in the enclosed nomination form and send it along with a crossed demand draft for Rs. 4500/-or Rs. 2500/-, whichever is applicable in favour of EDI, payable at Ahmedabad. Our correspondence address is:

Dr. KVSM Krishna
Programme Director
Entrepreneurship Development Institute of India,
Village Bhat, P.O. Chandkheda, Ahmedabad.
Tel: (079) 864331, 864084
Tlx: 121-6224 EDII IN
Fax: (079) 864367.

Last date for submission of nomination form is 28.02.1995.



ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

Ahmedabad, Near Village Bhat (Via Indira Bridge)

P. O. Chandkheda - 382 424 Gujarat

Phone : (91) (79) 864331, 869068, 864084, 864423, 864760, 864451

Telex : 121-6224 EDI IN Fax : (91) (79) 864367 Gram : ENDIND, Ahmedabad.