



Austrian Development Agency



Initiated by consortium "CANDY"

Project: Regional integration and capacity building to boost Agribusiness MSMEs competitiveness and trade Promotion in Central Asia "CANDY V"

Project component: A.3.3 Workshop for elaboration of roadmaps for MSMEs market entries (applying the Business Simulation „Export Global Strategy“)



Workshop on **GLOBAL EXPORT BUSINESS STRATEGY**

Programme overview:

Global Strategy is an intensive very practical business simulation. The participants develop an export strategy for their company over several business periods and have to prevail over their competition on the international export markets. They run a global company and discover the critical success factors.

During the simulation, they compete with other companies for customers, markets and resources, creating exciting competition. Participants make decisions about new markets, export sales, finances, products, product development, production and warehousing, and directly feel the consequences of their strategic and financial decisions.

Based on these decisions, the participants experience the daily life of the company management and learn the levers for the success and failure of their company and how they can be more successful than their competitors.

In the business simulation the participants learn from their own experiences and actively compete with the other exporting companies. In the course of the workshop, they learn how the money flows through the company; how crucial good liquidity planning and well-thought-out investments for the whole company are, and how closely research & development, marketing and sales are related.

Venue: Kazzhol Park Hotel, 108 Nauryzbai Batyr Street, Almaty, Kazakhstan

Date: Sept. 20 – 22, 2021

Target audience:

This workshop is intended for: members of

- associations of food processing SMEs (BIOs)

- agribusiness intermediaries
- professional associations and consultants
- producers of agricultural products (fruits & dried fruits, honey, meat, ...)

of Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan.

Objectives:

Through this workshop participants will

- generate the know-how to develop a market and export strategy and learn how to use it in practice
- learn the challenges of growth for the export market sales, product & market development, production and finance
- practice how to use market research for international export markets, esp. by using the *Synopsis of existing market analyses for Central Asian food exporters*
- learn about analysis and segmentation tools and how to select them for the development of a strategy
- learn how to evaluate and select an export market
- be able to apply these tools to the actual situation of the Central Asian market
- recognize and understand the importance of a feasible strategy for the sustainable success of the company
- learn to keep an eye on the entire company during their decisions.

Methods used:

Practical business simulation in company teams, analysis, lecture, exchange of experience, feedback to applied strategies during the business simulation, discussions.

Training schedule:

3 days – continued participation on all 3 days is important as the simulation and business strategies develop during these 3 days

Mon, Sept. 20, 2021 09.00 – 13.00 business simulation start

- Introduction and explanation of the business simulation
- Creation of multinational corporate teams and distribution of management positions (general manager, manager for export, marketing, finance, production, logistics) that the participants will hold during the simulation
- Takeover of the company and the products only offered on the home market
- Development of the company's core strategy

14.00 – 18.00 business simulation continued

- Going through the simulation of the first quarter of year 1 together with the trainer step by step – in order to learn and understand working with the simulation since it is a new management and strategy tool for the participants
- Calculation of the financial results (profit, loss, overhead costs, ...) at the end of quarter 1 of year 1
- Analysis of the business results of the first quarter

- Feedback from the trainer on the outcomes and interpretation of the results and strategy implications
- Continuation of the simulation of the second quarter of year 1 by the participants, with the support of the trainers when needed

Tue, Sept. 20, 2021 09.00 – 13.00 business simulation continued

- Continuation of the simulation of the third to the fourth quarter of year 1 by the participants, with the support of the trainers when needed
- Calculation of the financial results (profit/loss, overhead costs, ...) at the end of year 1
- Analysis of the business results after the first year in business
- Presentation of the company results in class
- Comparison and analysis of your own results with the results of the other companies in the simulation
- Feedback from the trainer on the outcomes of all companies, and interpretation of the results and strategic implications for the future of the companies

14.00 – 18.00 business simulation continued

- Development of a business and export strategy to improve the company's results for a sustainable business - this new strategy is kept within the company, since the other companies in the simulation are direct competitors in the international markets
- Continuation of the simulation for year 2 by the participants, with the support of the trainers when needed
- Calculation of the financial results (profit/loss, overhead costs, ...) at the end of year 2
- Analysis of the business results of the second year in business

Wed, Sept. 20, 2021 09.00 – 13.00 business simulation continued

- Presentation of the company results of year 2 in class
- Comparison and analysis of your own results with the results of the other companies in the simulation
- Feedback from the trainer on the outcomes of all companies, and interpretation of the results and strategic implications for the future of the companies
- Possibly: revision of the company and export strategy
- Continuation of the simulation for year 3 by the participants, with the support of the trainers when needed

14.00 – 18.00 final results of the simulation

- Calculation of the financial results (profit/loss, overhead costs, ...) at the end of year 3
- Analysis of the business results of the third year in business
- Preparation of a company presentation with the results after 3 business years: financial results (profit development, ...), strategic results (products and markets developed in these 3 years) and strategic future prospects
- Competition for a financial investor who will select one of the companies to support its further growth in international markets
- Feedback session on the learnings from the business simulation

Due to the team dynamics, there may be time deviations.