



**ORGANISATION OF WOMEN IN INTERNATIONAL TRADE
18TH ANNUAL OWIT CONFERENCE**

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WHAT IT TAKES TO BREAK INTO INTERNATIONAL MARKETPLACE

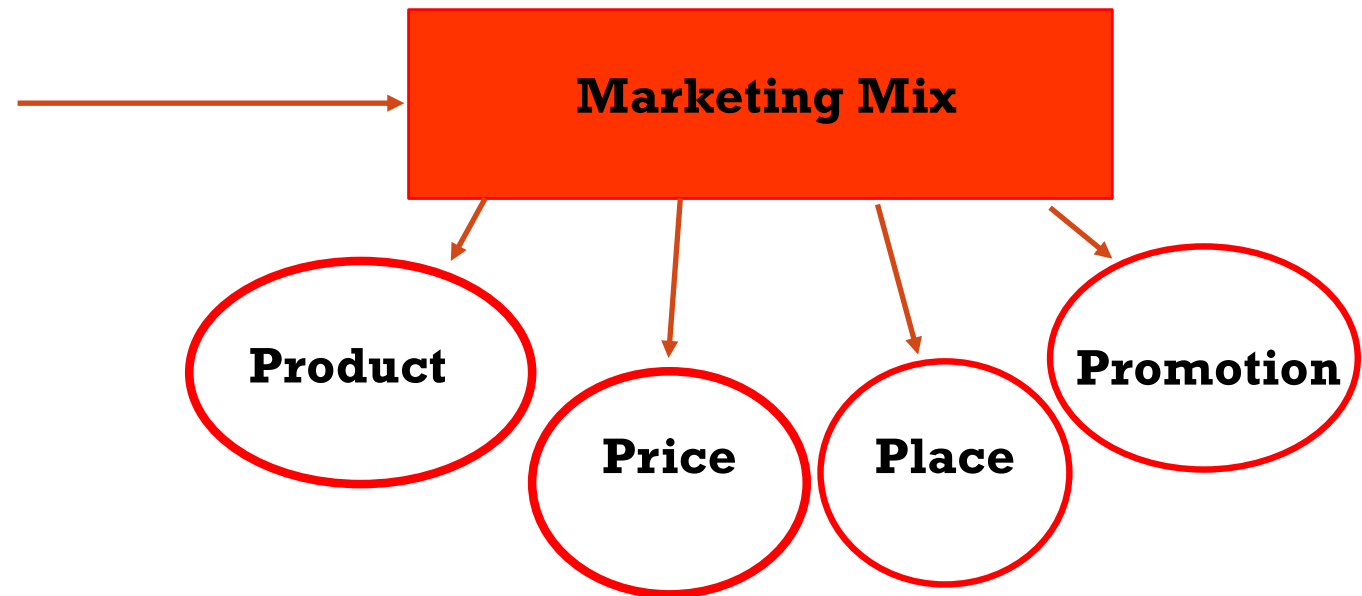
- **SPEAKERS NAME:** Makeda Tsegaye, Founder/CEO - **NetBizImpact**
 - makeda@netbizimpact.com
- **TOPIC:** What It Takes for Growing Businesses to Break Into International Market

BUSINESS GROWTH AND MARKET OUTREACH

**\$22
trillion**

Global Exports
Volume in 2017

Source: World Bank



HOW PREPARED IS YOUR BUSINESS FOR GROWTH

1. Asses Enterprise Capacity

- Product
- Team
- Leadership
- Finance

2. Identify the Right Market

- Profile potential markets
- Opportunities
 - Risks

3. Plan and Execute

Identify the best market entry strategy

- 
- Direct Export
1. Direct Expost
 2. Piggybacking
 3. Licencing
 4. Franchise
 5. Joint Venture
 6. Acquisition
 7. Greenfield investemnt

SUCCESSFUL PLANNING AND EXECUTION

Clear Objectives

Right tactics to reach
your goals



OTHER FACTORS TO CONSIDER

Social

- Language
- Taste
- Regional values
- Consumer habits
- Age/demographics
- Product adaptability to fit cultural norms

Economic

- Per capita income/purchasing power
- Wealth classification
- Supply and demand
- Financial trends/ banking practices
- Currency risks

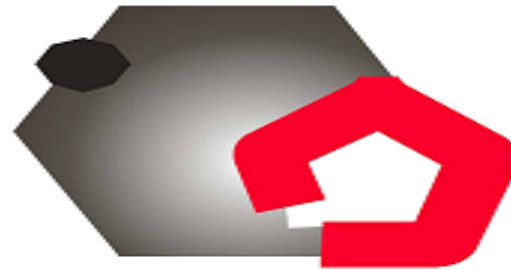
Political

- Political stability
- Policy

Other

- Laws – related to doing business,
- Licensing and permits
- Taxes
- Tariffs and fees
- Other operational risks

ABOUT NETBIZIMPACT



NetBizImpact

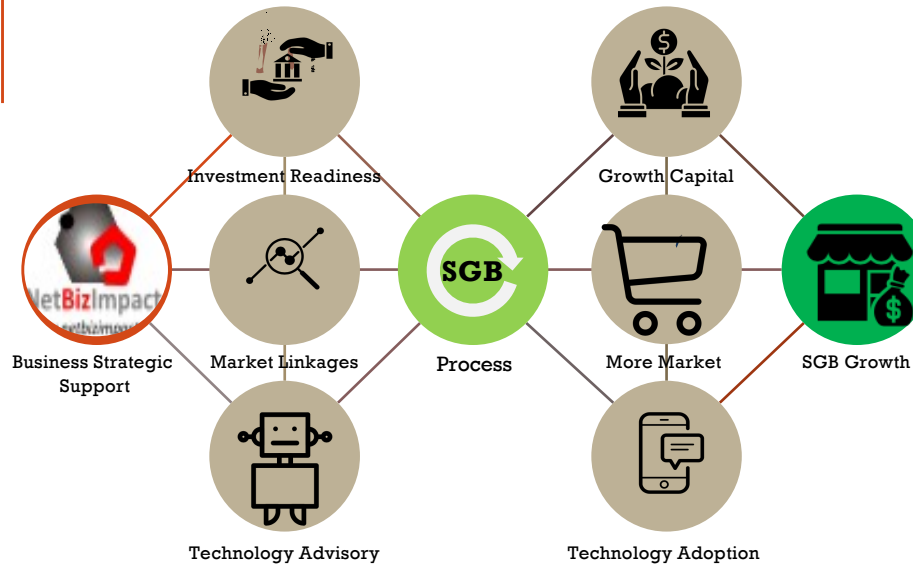
Linking innovative small and growing businesses in East Africa to capital, market and technology



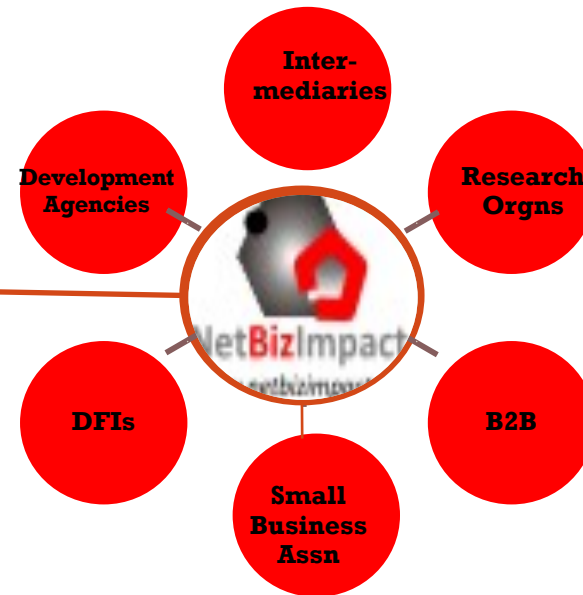
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Our Business Model

SGB Support

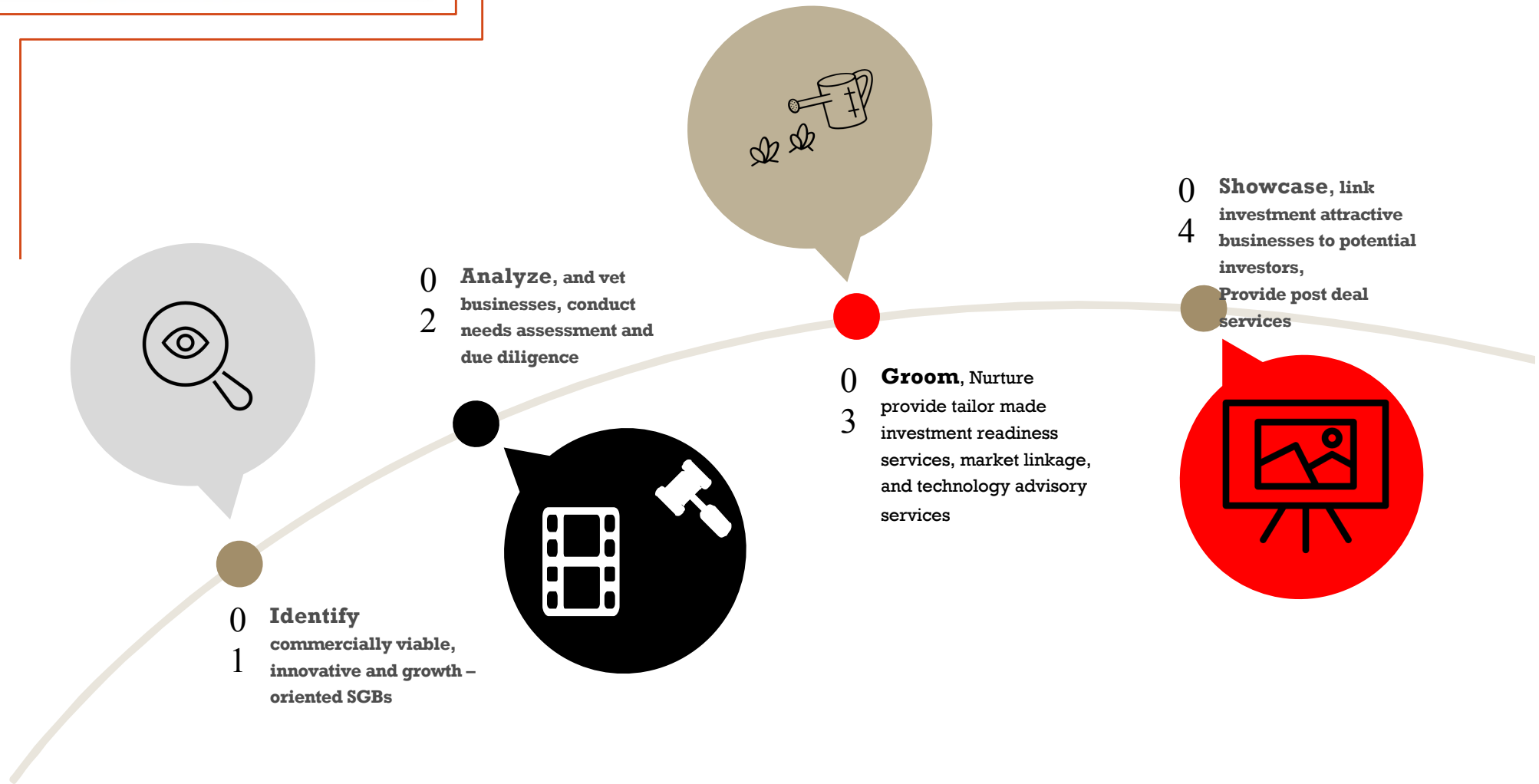


Partnerships



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The Process





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