

# Report

## Training Programme

Marketing / International Business Training for Nepalese IBOs

For

Enhancing the Capacity of Intermediary Business

Organizations in Nepal

**(ECIBON Project" Activity No:1.1.6)**



Submitted by:

Management Dynamics (P) Ltd

November 2008

Kathmandu, Nepal

## **Introduction:**

The Enhancing the Capacity of Intermediate Business Organization in Nepal (ECIBON) Project is funded By the European Union and is being implemented by European Economic Chamber, Trade and Commerce (EEC) – Nepal. The general objective is to undertake the necessary steps to assist in upgrading the institutional capacity of IBOs including the national and local business organizations. Capacity development has been deemed necessary so that these apex representative organizations have the ability to undertake specific roles that would directly or indirectly help its member institutions in doing business with the European Union.

## **Activity: Marketing / International Business Training for Nepalese IBOs.**

The general aim of this training is to impart knowledge, skills and attitude on marketing and international business for Nepalese Intermediate Business Organizations IBOs. These organizations are representing business companies (trading and manufacturing) that provide goods and services across a wide range of activities. Nepalese entrepreneurs are quite competent in production but lack in marketing and international business transaction. This training will cover all necessary information needed by the SMEs to enable them export to EU. This training will be provided by Nepalese local experts.

This two day training program was designed for specific participants and was conducted in 4 different locations (Kathmandu, Itahari, Nepalgunj and Rupandehi) in Nepal.

As part of the programme, this training was conducted at Kathmandu in 10<sup>th</sup> and 11<sup>th</sup> November, Itahari in 5<sup>th</sup> and 6<sup>th</sup> November, Butwal in 22 and 23 September and 25 and 26 September 2008 in Nepalgunj respectively.

Participants represented various local business organizations and included entrepreneurs. Hence the audience was quite heterogeneous in nature from diverse occupations and backgrounds. The total number of participants was as per expectations. The training in Kathmandu was conducted at Nepal Tourism Board while the training in Itahari was conducted at a Hotel. The training at Butwal was conducted at the Rupandehi Industry Association (RIA) complex and the training at Nepalganj was conducted at the Nepalganj Chamber of Commerce and Industries.

The participants of this training were representatives from IBOs, who can play a catalytic role to impart knowledge and skills on Marketing and International Business issues to Nepalese entrepreneurs.

## **The content of the training were:**

- Role of marketing in present competitive business world,
- Marketing skill and strategy,
- Role of market information on marketing,
- Customers choice, demand and price structure of EU market,
- Role of IT and networking in marketing,
- Ways and means of market promotion,
- Experience sharing about EU market trend and practices.
- Export /Import Documentation and International Logistics
- Packing requirement, Payment terms
- Trade related information regarding EU etc.,

The methodology of the training included ice breakers, lecture sessions, group exercises, assignments, presentation and energizers. Training Hand outs were provided to the participants and question answer sessions were encouraged.

**Scheduled Dates:**

The trainings were conducted as per the following dates:

22-23 September 2008 at Rupandehi  
25-26 September 2008 at Nepalgunj  
05-06 November 2008 at Itahari  
10-11 November 2008 at Kathmandu

**Nepali Experts:**

This training activity was conducted by the following Nepalese Experts:

Mr. Jayendra Rimal, Management Consultant and a co-trainer Mr. Rajan Sharma

Involvement from ECIBON Project:

Mr. Sagar Nepal – Finance & Administration Officer  
Ms. Kamini Chand – Program Officer

**Local Partners**

Mr. Sulochana Rajbhandari, Kathmandu, FNCSIN  
Mr. Nobindra Katuwal, Itahari CCI  
Mr. Bikal Kumar Shrestha, Nepalgunj CCI  
Mr. Tika Ram Sharma, Rupandehi Industry Association

**Hosts:**

- A. Host: Rupandehi Industry Association  
Dates: 22-23 September 2008  
Venue: Butwal, Rupandehi  
Total participants: 28
- B. Host: Nepalgunj Chamber of Commerce and Industry  
Dates: 25-26 September 2008  
Venue: Chamber of Commerce and Industry, Nepalgunj, Banke  
Total participants: 24
- C. Host: Itahari Chamber of Commerce and Industry Association  
Dates: 05-06 November 2008, Itahari,  
Venue: Hotel Mana Santhi Queen Palace, Itahari.  
Total participants: 22
- D. Host: Federation of National Cottage and Small Industries Nepal (FNCSIN)  
Dates: 10 and 11th November 2008  
Venue: Nepal Tourism Board  
Total participants: November 10, 2008: 26  
November 11, 2008: 15

**Conclusion:**

The participants were representatives from the Intermediate Business Organizations (IBOs) at the district and local levels. It was evident that most of the participants at all four locations were very eager to learn the various marketing tools and process and procedures of International Business. The participants were highly interactive. They discussed various issues that required further clarification. All participated in the group study of different

features of organizational culture and gave a final touch to their companies Mission, Vision, Goals, Strategy and Policies. Similarly, they worked on different marketing plan for their products which was evident that they had understood the concept well.

The participants asked that more such program be carried out in their respective areas. They provided the feedback that the duration of the course was too short hence the time should be extended. Few suggested on hands outs be provided in Nepali and some mentioned about duration of the training being a bit sort.

This was based on the feedback form that was distributed at the end of the course at each location.

The program in Katmandu was organized by Federation of Cottage and Small Industries Nepal (FNCSIN).

Due to lack of proper communication between FNCSIN, the ECIBON project and the participants (representatives of IBOs) there were two sets of different participants for the two days. This resulted in repeating the training for the two consecutive days. There was a delay in commencing the training program and the turnout of the participations was lower expected. The selection process undertaken by the organizers could have been made more effective.

However, the ECIBON project coordinator and the trainers/resource persons had to make some last minute changes to accommodate all the participants. The participants were satisfied with the training they received and material that was provided for self study.

The help provided by the following ECIBON Project was efficient:

Mr. Sagar Nepal – Finance & Administration Officer  
Ms. Kamini Chand – Program Officer

**List of participants at Katmandu (10<sup>th</sup> November 2008)**

S. No.	Name	Organization
1.	Ramesh K. Shreshta	Nepal Bottle Water Association
2.	Teelu Ghale	Cosmic International
3.	Urmila Adhikari	Ad & Event Management Nepal
4.	Umesh Maharjan	FNCSIN
5.	Hira Bahadur Pradhan	FNCSIN
6.	Min Rashi Gurung	FNCSIN
7.	Pradhumna Karki	T. B. S. Sangh
8.	Deependra Shakya	Lalitpur Hastakal Sangh
9.	Bishwo Ram Duwal	FNCSIN, Bhaktapur
10.	Prachanda Dev Manandhar	FNCSIN, Katmandu
11.	Indira Singh	FNCSIN, Doti
12.	Dharmananda Shreshta	Nepal bottle Water Association
13.	Suman Pathak	U.P.K.P.A
14.	Shanta Krishna Shreshta	FNCSIN, Dolakha
15.	Rukma Shahi	FNCSIN, Bajhag
16.	Sushil Kumar Lama	FNCSIN, Lalitpur
17.	Hari Parajuli	FNCSIN
18.	Sapana Maharjan	Lalitpur Handicraft Association
19.	Navaraj Maharjan	T. M. S. Sangh
20.	Ganesh Subedi	FNCSIN
21.	Dipak Rawal	FNCSIN, Mugu
22.	Yadav Rijal	FNCSIN
23.	Paras K. Bista	FNCSIN
24.	Narayan Shreshta	Handicraft SS International
25.	Subas Bhandari	Mineral Water
26.	R.M. Talchabhadel	FNCSIN, Sindhupalchowk

**List of participants at Katmandu (11<sup>th</sup> November 2008)**

S. No.	Name	Organization
1	Chandra Bdr. Singh	Herbo International
2	Anita Poudel	FNCSIN, Kathamndu
3	Basanta Rijal	Nuwakot CCI
4	Rupa Adhikari	FNCSIN, Lalitpur
5	Indra lal Shreshta	FNCSIN, Dolakha
6	Ranjana Khichaju	FNCSIN, Bhaktapur
7	Sulochana Theeng	NTV
8	Russel Maharjan	NTV
9	Prachanda Poudel	NTV
10	Ram B. K.C.	FNCSIN, Kathmandu
11	Janak Bhatta	FNCSIN, Mugu
12	Subarna Bhadel	FNCSIN, Doti
13	Rajan Kumar Dhungana	Nepal Bottle Water Association
14	Jayan Kumar Thapa	FNCSIN, Nawalparasi
15	Jhamk Lal Shreshta	FNCSIN, Sindhupalchowk

**List of participants at Itahari (05 - 06 November 2008)**

S. No.	Name	Organization
1	Purshotam Dahal	Sunsari CCI
2	Tara Shreshta	Terathum, CCI
3	Gopal Gurgai	Damak, CCI
4	Subash Kafle	Khanar, CCI
5	Bhishma Pradhan	Rastriya G. Maha Sangh, Ilam
6	Sailesh Dhungana	Jhapa, CCI
7	Tej Bdr. Puri	Dhankuta, CCI
8	Rakesh Mundhra	Duhabi
9	Ganesh Sanjel	Itahari, CCI
10	Ramesh Bhattarai	Shankhuwasava, CCI
11	Nobindra Katwal	Itahari, CCI
12	Lok Shreshta	Ilam, CCI
13	K. B. Shreshta	Inaruwa, CCI
14	Mina maya Khatri	Itahari, CCI
15	Shanti Ram Adhikari	Morang, CCI
16	Tanka Prasad Dulal	Itahari, CCI
17	Ganesh Giri	Mechi, CCI
18	Hem Raj Parajuli	Morang, CCI
19	Rojan Rai	Natural Art Gallery
20	Prabin Das Shreshta	Makwanpur, FNCSIN
21	Mohan B. Katuwal	Makwanpur, FNCSIN
22	Gulab Sharma	Inaruwa, CCI

**List of participants at Nepalgunj (25 - 26 September 2008)**

S. No.	Name	Organization
1.	Pushkar Kharel	JABAN (Herbs Association)
2.	Shanta Gyawali	JABAN
3.	Rabindra Nath Sukla	Nepalgunj Industrial Estate Industry Association
4.	Minesh Maskey	Nepalgunj Industrial Estate Industry Association
5.	Bishwa Raj Lamsal	Kohalpur CCI
6.	Dhan Bahadur Lamsal	Kohalpur CCI
7.	Deepak Khadka	Gularia CCI
8.	Maya Bhattarai	Rajapur CCI
9.	Tarka Raj Rimal	Tikapur CCI
10.	Dilli Raj Sharma	Kailai CCI
11.	Bhawna K.C.	Kanchanpur CCI
12.	Madhusudah vaidya	Dang CCI
13.	Pareshwore Bhattarai	Tulsipur CCI
14.	Purna Chandra Sapkota	Surkhet CCI
15.	Ran Bahadur Hitang	Pyuthan CCI
16.	Surya Gauli	FNCSIN, Banke
17.	Surya Poudel	FNCSIN, Dang
18.	Deepak B.C.	FNCSIN, Surkhet
19.	Deepa Bhandari	FNCSIN, Kanchanpur
20.	Lok Raj Pant	FNCSIN, Kailali
21.	Lalit Kumar Rauniar	Nepalgunj CCI
22.	Kapil Prasad Adhikari	Nepalgunj CCI
23.	Ravi Devkota	Nepalgunj CCI
24.	Bikal Kumar Shrestha	Nepalgunj CCI



**List of participants at Rupandehi (22 - 23 September 2008)**

S. No.	Name	Organization
1	Tek Bahadur Pangen	Lumbini Bakery Association
2	Surendra Poudel	Tanahu CCI
3	Keshav Paudyal	Tansen CCI (Palpa)
4	Devendra Raj Poudel	Palpa Dhaka Product Association
5	Kul Prasad Neupane	Rupandehi CCI
6	Ramesh Adhikari	FNCSIN Dhading
7	Shanta Bickram Baniya	FNCSIN Dhading
8	Govinda Ballav Badu	Darchula CCI
9	Om Prakash Gupta	Nawalparasi CCI
10	Rajesh Kumar	Taulihawa CCI
11	Tika Ram Sharma	Rupandehi Industry Association
12	Madhav Poudyal	Butwal Furniture Udhoys Sang
13	Navaraj Poudel	Baglung CCI
14	Min Pd. Shrestha	Parbat CCI
15	Nil Bahadur K.C.	Baglung CCI
16	Leknath Gaire	Rupandehi CCI
17	Suman Kumar Shrestha	Narayangarh CCI
18	Madhav Prasad Upadhaya	Association of Chitwan Industry
19	Yam Lal Lohani	Rupandehi CCI
20	Netra Prasad Bhusal	Arghakhachi CCI
21	Naresh Kumar Shrestha	Rupandehi Industry Association
22	Devi Prasad Sharma Poudel	FNCSIN Rupandehi
23	Ram Prasad Basyal	Butwal Industrial Area Industry Association
24	Bonin Pia	Rupandehi Industry Association
25	Amita Gubhaju	Rupandehi Industry Association
26	Akhilesh Prasad Pandey	Gulmi CCI
27	Rudra Prasad Upadhaya	Nawalparasi Industry Association
28	Durga Prasad Pandey	Gulmi CCI

## **Training Outline:**

### **International Business - Mr. Rajan Sharma**

#### **First Class: (Getting Started to Export to Europe)**

Globalization process and four forces (FFF)  
Pest model, Elements of world class supply chain.  
Advantage and disadvantage of SMEs,  
Sectors of Economy, Corporate Culture.  
Identification of your company and your export product.

#### **Second Class: (A step forward for Export to Europe)**

General information on: vision, mission, goal, strategy and organizational policy.  
Environmental, Ethical and employee issue,  
Market segments, Choosing market, estimating market potential of product,  
Cost factor and linking with major participants in the International transaction.  
EU as export market for developing countries.

#### **Third Class: (Ready to Export)**

Payment terms and delivery terms, Documents needed to export,  
Document requirement of the EU.  
Export import procedures of Nepal,  
Choosing the right means and mode of Transportation,  
Packaging and distribution.

#### **Fourth Class: (How to become the best in Businesses)**

Choosing the right Inco term, Trade relation information regarding EU, how to find in the web?  
Business charm and challenges with EU (Sharing Experiences),  
EU trade policies and trade Agreements,  
Special arrangements for LDCs, Negotiation skills.  
Evaluation.

### **Marketing – Mr. Jayendra Rimal**

#### **1. Title: Marketing Today**

1. Definition of Marketing
2. The Marketing Mix  
Product, Price, Place, Promotion
3. Marketing functions
4. Marketing Philosophy
5. Customer Satisfaction
6. Overview of Global Marketing
7. International Marketing Environment
8. International Planning  
Product, Distribution, Promotion, Price

#### **2. Title: Marketing Plan**

A marketing plan for a small business typically includes Small Business Administration Description of competitors, including the level of demand for the product or service and the strengths and weaknesses of competitors

1. Description of the product or service, including special features
2. Marketing [budget](#), including the advertising and promotional plan
3. Description of the business location, including advantages and disadvantages for marketing
4. Pricing strategy
5. Market Segmentation

#### **The main contents of a marketing plan:**

1. Executive Summary
2. Situational Analysis
3. Opportunities / Issue Analysis - [SWOT Analysis](#)
4. Objectives
5. Strategy
6. Action Programme (the operational marketing plan itself for the period under review)
7. Financial Forecast
8. Controls

## **Program Schedule:**

### **Day 1**

<b>09:00 - 09:30</b>	Breakfast and Registration
<b>09:30 - 09:45</b>	Opening Ceremony Project Briefing: ECIBON Management Team Welcome address /Vote of Thanks: Organizer
<b>09:45 - 11:15</b>	<b>The Beginning of the Beginning</b> (Rajan Sharma)
<b>11:15 - 11:30</b>	Tea Break
<b>11:30 - 13:00</b>	<b>Marketing Today</b> (Jayendra Rimal)
<b>13:00 - 13:45</b>	<b>Lunch</b>
<b>13:45 - 15:15</b>	<b>A Step forward for Export to E.U.</b> (Rajan Sharma)
<b>15:15 - 15:30</b>	Tea Break
<b>15:30 - 17:00</b>	<b>The Marketing Plan</b> (Jayendra Rimal)

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### **Day 2**

<b>08:30 - 09:00</b>	Breakfast
<b>09:00 - 11:00</b>	<b>Export / Import Documentation/Procedures</b> (Rajan Sharma)
<b>11:00 - 11:15</b>	Tea Break
<b>11:15 - 13:15</b>	<b>The Marketing Planning Process</b> (Jayendra Rimal)
<b>13:15 - 14:00</b>	Lunch
<b>14:00 - 15:00</b>	<b>Group Work + Presentation</b> (Jayendra Rimal & Rajan Sharma)
<b>15:00 - 15:15</b>	Tea Break
<b>15:15 - 17:00</b>	<b>Group Work + Presentation</b> (Jayendra Rimal & Rajan Sharma)

**Note: All the four classes had group discussion, assignments and demonstration**

**Closing Ceremony**

## **European Market for developing Countries**

Compiled by: Rajan Sharma

To achieve political stability, foster economic growth and prosperity among European countries the foundation stone for The European Union was laid by the Schuman declaration.

Since 1988, the EMU (European Monetary Union) sets out the single monetary policy for 12 EU countries and evolved into a single currency area in 2002 with the introduction of the euro.

Agenda 2000 opened the path to accession negotiations for the central and eastern European countries in 1997 which resulted in the accession of 10 new countries in 2004. The European community at present has 27 members.

The EU is a homogenous market but certain trends in consumer markets and behavior can be applied to the whole of Europe. The enlargement of the EU will improve market access but some trade restrictions remain most notably in textiles and steel.

After enlargement in 2004, the EU market inhabited 455 million people and produce a total GDP that is worth EUR 9231 billion but also create greater competition from accession countries in terms of labor costs and prices. The impact of CAP (Common Agricultural Policy) on developing countries lies in the importance of the EU as major agricultural importer and exporter world wide. Reforming the CAP will benefit exporters.

However, the latest reforms do not take the issues of fundamental concern to developing countries.

The enlargement of the EU may divert EU agricultural imports away from developing countries but the WTO keeps up the pressure for further reforms.

WTO is multilateral trade agreements among more than 140 countries on trade in goods, trade in service and intellectual property rights.

Launch of new negotiations to further liberalize trade among WTO members.

The EU provides special preferences to imports from developing countries and developing countries don't have to offer increased market access to the EU in return.

The GSP offers tariff preferences to all beneficiary countries but also offers a number to additional preferences for goods from countries that comply with agreements for protection of the environment and the protection of labor rights and also for some goods of countries that are combating drug production and trafficking. Least developed countries are granted duty free and access to the EU market for certain commodities.

There are a number of expectations to the GSP and requirements on the origin and transportation of products since 1975, the EU has given trade preference to the ACP (African Caribbean Pacific) countries. Until the new trade agreements enter into force, the current trade preferences will apply with separate agreements for some agricultural goods. Nepal also has derogation facilities for garment export. The EU has also concluded bilateral and regional trade agreements with other countries in the developing world.

There are various barriers to trade in the EU. Tariffs are levied when a good enters the EU and in addition products are subject to taxes in EU member states.

In addition to tariffs and taxes, imports can be restricted through the use of quotas the requirement of import licenses or a ban on the import of certain goods.

Products imported into the EU must meet health, safety and environmental legislation that exist at EU level at national Level.

Standards are required by the market to ensure safety and performance and they matter to enterprises and consumer.

For a range of product CE ("Conformité Européene" or "European Conformity".) marking is required before introduction on the EU market. CE is not a mark of origin but a symbol of conformity with the EU directives.

The manufacturer is responsible for CE marking and to affix it visibly, legibly, and indelibly. The EU food law applies to food and feed safety during production, processing and distribution.

HACCP system applies to food processing industry to analyses and control risk and primary production must comply with specific hygiene legislation. There is specific legislation for food additives and flavorings product labeling, presentation and advertising and for pesticides heavy metals and other contaminants organically produced food products have increased significantly in the EU market which resulted in the establishment of a special EU logo as well as additional national logos.

European retailers have developed a standard to certify good agricultural practice (GAP) for fruits and vegetables and adherence is important to acquire shelf space in the shops. With the "Responsible care" programmed the chemical industry pursues environmentally sound and safe production.

Environmental legislation and market requirements are linked to the concept of "sustainable development" and include packing waste and include packaging waste environmental management systems and product hall marks. The directive on packing is a good example of market requirements evolving into legislation and aims to reduce volume of packaging to recycle it, and to prevent packaging waste.

Nowadays the market demands company to produce in an environmentally friendly way and an ISO 14001 certification is the appropriate way to demonstrate your compliance. Environmental labeling schemes apply to many products and services at national level and at EU wide level. Specific labels apply to specific sectors and products such as forestry, fishery, floriculture and textiles.

Business conscience has become relevant to consumers who expect proof of business ethics and proper labor conditions. SA 8000 incorporates international work place standards based on the ILO. Fair trade aims to ensure social, economic and environmental well being of small scale producers and landowners in developing countries. The market requires quality regarding company management and ISO supports organizations both in the EU and in developing counties.

Consumer demand has changed significantly over the last thirty years and this has important implications for the design of export strategies of developing countries.

Trade in consumer market include a growing population stimulating consumption growth single-person households demanding smaller quantity products woofs demanding for luxury goods and health care OINKIES demanding convenience and luxury migrants influencing the demand and supply side of the market and leisure activities opening new markets for developing countries exporters.

Consumer behavior becomes increasingly difficult to predict. It is determined by choices that range between high quality products and adequate service provision pre-cut, pre prepared and micro wave food healthy and organic food and socially accountable production of goods. Despite these requirements price remains to be an important factor in the buying

decision process. Technological advances enable consumers to engage in telecommuting and internet shopping and more educated and emancipated consumers demand tracking and tracing systems of product quality and safety. Market potential lies in the supply of safe high quality and convenient products and in complying with legislation and requirements concerning product safety.

Market have changed in response to altering consumer behavior with supply chain management becoming key to business success and leading to increased trade concentration as well as the shortening of supply chain.

Exporters have to comply with strict requirements of large retail-chains and marketing product tracking and services gains in importance in B2C marketing but also new approaches to B2B marketing are needed, where e-commerce could function to radically change business practices. Growing competition drives to re-orientation of corporate strategies focusing on core products, processes and services which has advantages for suppliers in developing countries.

Co-maker ship agreements are also important in the retail sector and industrial markets but be aware of an equal partnership and have in mind partnership continue to change adapting to sector developments. Subcontracting and co-marker ship agreements can drive to grading to suppliers depending on their structure management system and professionalism. Private labeling offers opportunities to exporters in developing countries through saving high marketing expenses. Buying and selling online has many benefits for suppliers and consumers such as low cost and competitive prices. Internet might not be the proper medium to export to the EU for the first time.

\*\*\*\*\* End \*\*\*\*\*

# The Marketing Plan

- Jayendra Rimal

## The marketing planning process

In most organizations, "strategic planning" is an annual process, typically covering just the year ahead. Occasionally, a few organizations may look at a practical plan which stretches three or more years ahead.

To be most effective, the plan has to be formalized, usually in written form, as a formal 'marketing plan'. The essence of the process is that it moves from the general to the specific; from the overall objectives of the organization down to the individual action plan for a part of one marketing programme. It is also an interactive process, so that the draft output of each stage is checked to see what impact it has on the earlier stages - and is amended accordingly.

## Marketing planning aims and objectives

Behind the corporate objectives, which in themselves offer the main context for the **marketing plan**, will lay the 'corporate mission'; which in turn provides the context for these corporate objectives. This 'corporate mission' can be thought of as a definition of what the organization is; of what it does: 'Our business is ...'.

This definition should not be too narrow, or it will constrict the development of the organization; a too rigorous concentration on the view that 'We are in the business of making meat-scales', as IBM was during the early 1900s, might have limited its subsequent development into other areas. On the other hand, it should not be too wide or it will become meaningless; 'We want to make a profit' is not too helpful in developing specific plans.

The emphasis at this stage is on obtaining a complete and accurate picture. In a single organization, however, it is likely that only a few aspects will be sufficiently important to have any significant impact on the marketing plan; but all may need to be reviewed to determine just which 'are' the few.

In this context some factors related to the customer, who should be included in the material collected for the audit, may be:

- Who are the customers?
- What are their key characteristics?
- What differentiates them from other members of the population?
- What are their needs and wants?
- What do they expect the 'product' to do?
- What are their special requirements and perceptions?
- What do they think of the organization and its products or services?
- What are their attitudes?

## Content of the Marketing Plan

In detail, a complete marketing plan typically includes:

1. Title page
2. Current Situation - Market
  - market definition
  - market size
  - market segmentation

- competition and market share
- competitors' strengths and weaknesses
- market trends
- 3. Current Situation - Consumer Analysis
  - demographics
  - buyer motivation and expectations
- 4. Current Situation - Internal
  - objectives
    - vision statement
    - mission statement
    - corporate objectives
    - marketing objectives
  - company resources
    - financial
    - people
    - skills
- 5. Summary of Situation Analysis
  - external threats
  - external opportunities
  - internal strengths
  - internal weaknesses
  - our sustainable competitive advantage
- 6. Marketing research
  - information requirements
- 7. Marketing Strategy - Product
  - by product/product mix
  - product strengths and weaknesses
  - product life cycle management
  - new product development
  - brand name, brand image, and brand equity
  - by customer segment,
  - by geographical market,
- 8. Marketing Strategy - Price
  - pricing objectives
  - pricing strategy
  - discounts and allowances
  - break even analysis at various prices
- 9. Marketing Strategy - Promotion
  - promotional goals
  - advertising reach, frequency, theme, and media
  - sales force requirements, techniques, and management
  - sales promotion
  - publicity and public relations
  - electronic promotion (eg.: Web, or telephone)
- 10. Marketing Strategy - Distribution
  - geographical coverage
  - distribution channels
  - physical distribution and logistics
- 11. Financial Summary
  - assumptions
  - pro-forma monthly income statement
  - breakeven analysis
- 12. Scenarios
  - Prediction of Future Scenarios
  - Plan of Action for each Scenario



**Marketing/International Business Training for Nepalese IBOs**  
**Training Feedback**

1. To what extent have you have learnt from this Training?

A lot                      4                      3                      2                      1                      Not at all

2. Was sufficient time given to activities and follow up discussion?

Sufficient                      4                      3                      2                      1                      Insufficient

3. Please rate the parameters with respect to the following:

Excellent                      4                      3                      2                      1                      Poor

Rating Parameters for Day One				
Trainer	Delivery Of Training	Quality Of Contents	General Interaction	Overall Management & Facilitation
Session One Mr Rajan Sharma				
Session Two Mr. Jayendra Rimal				
Session Three Mr. Rajan Sharma				
Session Four Mr. Jayendra Rimal				



Rating Parameters for Day Two				
Trainer	Delivery Of Training	Quality Of Contents	General Interaction	Overall Management & Facilitation
Session One Mr Rajan Sharma				
Session Two Mr. Jayendra Rimal				
Session Three & Session Four (RS/JR)				

4. What did you like the most about this Training?
  
5. What did you like the least about this Training?
  
6. Please provide any other comments/suggestions which would help us to improve on the Training.
  
7. Have you participated in training or workshops before this? If yes, please provide the following:  
Name of training:  
Training provider:  
Duration of training:  
Location of training:  
Date of training (tentative):  
Other details:
  
8. What type of training or workshop would you require in the future?




**Workshop Pictures:**





Enhancing the Capacity of Intermediary Business Organizations in  
Nepal  
(ECIBON)  
Project funded by the European Union  
Implemented by EEC-Nepal  
Training on "Marketing / international business training for  
Nepalese IBOs".  
September 14-15, 2008  
Venue: Nepalgunj Chamber of Commerce and Industry,  
Nepalgunj

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