

**BEAT THE ECONOMIC CRUNCH AND GROW YOUR BUSINESS!
HOW TO IDENTIFY, GROW AND PROTECT YOUR BUSINESS
OPPORTUNITY - INTERACTIVE WORKSHOP PROGRAMS TAILORED TO
YOUR NEEDS**

- *Want to identify, build and protect new product or service-based business opportunities in this challenging market?*
- *Need to determine the Australian market opportunities for growth?*
- *Ready to take on export markets and want to know which international markets and the right market strategy?*
- *Looking to fund your business expansion?*

The three two-day Commercialisation and Growth Workshop programs address these challenges by providing corporates, established small businesses or growth stage companies wanting to expand into new markets or services with results-driven programs. These flexible, two day workshop programs cover everything from identifying, growing and protecting new business opportunities to achieving successful overseas expansion. The programs are delivered by highly skilled trainers with deep business experience who can share their “war stories” on how best to identify and build new business opportunities and address your particular challenges.

Participants take away a structured approach to business building and commercialisation – developing market opportunities, growing profitable sales, and entering the global market – as well as a clear plan of action designed to achieve specific outcomes.

In addition, our extensive business network provides access to:

- Business leadership capability
- Funding, business opportunities, technology and overseas markets
- Experienced business mentors

Workshop Programs (each two days duration)

Business Development and Commercialisation - is focused on identifying, assessing and growing business opportunities. This workshop program will show you how to:

- **Identify and develop new business ideas and opportunities including “spin-out” businesses**
- **Understand Intellectual Property issues and the basis for creating a distinctive competitive advantage**
- **Develop a detailed Commercialisation Plan including the funding and capital requirements**
- **Learn practical presentation skills in presenting the Plan to third parties**

Marketing New Products and Services - identify, evaluate and develop the marketing opportunity including eBusiness. From this workshop program you will:

- **Understand the risks of entering the market and meeting customers’ unmet needs**
- **Determine the marketing strategy and develop a detailed market entry plan**
- **Identify the cost and sources of funding the plan**

Developing International Business - has a particular focus on establishing the strategic imperative for offshore expansion and provides insight into how to choose the right overseas market for the business opportunity. This program will help you:

- **Analyse the risks of entering the Global Market**
- **Identify international expansion strategy and target countries / markets**
- **Develop a detailed Global Market Entry Plan**
- **Determine the capital requirements to fund the plan**

Each client program is tailored from these themes to the specific needs of the business or opportunity
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Find out more – call Mentre 1300 132 489