

# PREPARING TO EXPORT PROGRAMME (P2E) BOOK YOUR PLACE

Interested in exporting but not sure where to start? Or have you some international trade experience but would appreciate some external help?

The award winning and free P2E Programme is for Scottish companies who are considering exporting for the first time or for those wishing to build on early exporting experience.

*“This has been a great course and we’re so grateful for the support! It’s time to Go Global”*

*“The course was fantastic, thank you so much!”*

*“We’re so grateful to have had the opportunity to attend this accessible and informative course. We’ve now got a clear idea of where we want to be and a plan to get there. Thank you! “*

*“The information was provided and taught in a very digestible manner.”  
“Excellent – completely relevant & useful”*

*“The 1:1 consultation has been excellent.”*

*“The advisors were incredibly knowledgeable & it was a pleasure to be part of the programme. Thank you for everything.”*

## HOW CAN IT HELP YOU?

As a result of participating in this Scotland-wide programme, you will have both an outline Strategy for your business and a tailored & practical Export Plan. The completion of the outline Strategy will better prepare your business to enter export markets and significantly increase your chances of success. Your tailored Export Plan provides the detailed approach required to enter export markets successfully.

## WHAT IS INVOLVED?

The programme is delivered over a 6 -week period, using a blended learning approach of online e-learning, workshops & 1-2-1 sessions with international trade experts, Strategem. The programme is delivered on a national basis and is being funded by Scottish Enterprise, working with partners Scottish Development International, Highlands and Islands Enterprise, South of Scotland Enterprise and Business Gateway.

The programme has two key phases:

**Phase 1:** Helps you create a straight-forward outline strategy, ensuring you have the fundamentals in place for exporting success. This consists of 2 e-learning modules, 2 on-line workshops & two online 1-2-1 advice sessions. The workshops cover the following:

- Workshop 1: Strengths, Weaknesses, Opportunities & Threats, Unique Selling Points, Financial Objectives & Your Company vision
- Workshop 2: Approaches to Growing Your Business, Vital Few Actions.

**Phase 2:** Allows you to build your own tailored export plan. This phase consists of e-learning modules which are supported by 4 on-line workshops and 1-2-1 sessions. The workshops cover the following:

- Workshop 1: Export Planning, Market Research, Selling Services & Selecting Target Markets.
- Workshop 2: Legal Issues, Routes to Market, International Business Partners & Marketing.
- Workshop 3: Digital Marketing.
- Workshop 4: Exporting Products, Incoterms, Costing and Pricing & Getting Paid.

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## Get ready to enter international markets

*"The consultant was just incredible, so thorough and generous with his time, giving advice that immediately could be acted upon and made so much sense, thank you."*

*"We were very pleased with the workshop, which covered a lot of ground. Our team engaged fully with the materials and I am happy to report that we have already deployed some of the techniques we learned to good effect."*

*"Very knowledgeable consultant with a wealth of experience.....gave us a lot to action and improve upon. Very worthwhile!"*

*"Thought the course was really good and it was great to hear from other attendees on the programme".*

### THE E-LEARNING MODULES:

The e-learning modules are quick & straight forward & can be completed at a time that suits each company.

### DATES FOR THE NEXT PROGRAMME

We are currently recruiting for the next programme which commences in May 2023.

The online workshops, which run from 10.00-12.30, take place on the following dates:

#### Phase 1:

- Thursday 18<sup>th</sup> May 2023
- Thursday 25<sup>th</sup> May 2023

#### Phase 2:

- Thursday 1<sup>st</sup> June 2023
- Thursday 8<sup>th</sup> June 2023
- Thursday 15<sup>th</sup> June 2023
- Thursday 22<sup>nd</sup> June 2023

### APPLICATION PROCESS

We select and work intensively with ambitious companies who are determined to succeed internationally. As such, all applications will be vetted on a case-by-case basis; To register your interest, please email your details to: [Export.learning@scotent.co.uk](mailto:Export.learning@scotent.co.uk).

Alternatively, if you wish to discuss any aspect regarding the programme, please contact Kash Reid ([kash.reid@scotent.co.uk](mailto:kash.reid@scotent.co.uk)) or Laura Mallon ([laura.mallon@scotent.co.uk](mailto:laura.mallon@scotent.co.uk))