

Business development and strategic marketing (Englisch)

Agenda

- Building blocks of the IMLead®-concept
- Six steps to a business programme
- Search for information in foreign market research
- Checklists as a means of selecting and analysing factors relevant to entering a new market
- Business generation by means of the Canvas model (Osterwalder)
- Repertory grid technique
- KPI-analysis, control with operating figures
- Learning from others - Best practices

Goals:

Finding themselves in globally-oriented and quickly changing markets, companies have to adjust their marketing activities according to the ever-changing competition conditions, and do it timely and effectively. This can be done by developing a unified marketing strategy and performing operational activities that help position new products and services in the target markets. The framework for planning such activities can be pivoted around the IMLead®- concept. The key success factors and areas include the optimisation of innovation processes and marketing activities, as well as the simultaneous implementation of growth strategies. A case study will provide an example of how a company can use the IMLead®- concept to achieve optimal performance results.

