

BUSINESS PLATFORM ANALYSIS

1. Enseignant :

Monsieur Philippe Reed

2. Code :

BPA03

3. Objectif :

New market and brand developments through specific project management techniques

Individual and group business projects which include the overall Business Platform Analysis approach

4. Contenu :

The development of technical, operational and strategic management projects such as: Brand Development, International Organizational Strategies, Business Results Orientation, Business approach towards internationalization, Business start-ups and cultural applications.

Case studies, project development and management, Analysis, review and future strategy development

- SME start-ups (small, medium enterprises)
- Brand development F.M.C.G. (fast moving consumer goods)
- Customer reference building
- Key account management
- Building your business niche

Phase 1: The platform concept & design

Within this first phase of analysis we develop managements initial plans towards going international, how they have dealt with the decision, involved its key people and directives.

Other points would include:

- The necessary support
- Advantages & disadvantages
- The motivation
- How to measure results
- The cost & time factors

Phase 2: Installation & Application

This phase develops the concrete approach towards international market development.

Along with the application of the *key elements* already identified, this phase of the program will cover:

- Working in and towards the market
- Adapting to market requirements
- Product launch & start-ups
- Adapt product / service & develop your added value
- Reference building
- Co-op market development
- Confidence building & working in the customers interests
- Customer relations & key account management

Phase 3: Results & future strategies

This phase deals with the future and ongoing management of the project.

In order to develop long term strategies a new platform analysis will assist with the direction and goals set out.

- Current & future results, what are they, how do we measure them.
- Ongoing international commercial negotiations
- Doing business with a partner or alone
- Future opportunity developments
- Return on investment

5. Pré requis :

Advanced international business development program covering strategy concepts and applications through specific case study and project management programs

6. Niveau des études :

Master 2, ESCI 3^e année

7. Nombre d'heures :

30

8. Nombre d'ECTS :

4

9. Langue d'enseignement :

Anglais

10. Méthodes pédagogiques :

Class presence required for the development of a step by step approach

11. Modalités d'évaluation des étudiants :

Contrôle continu (40%) : Mid term paper

Contrôle final (60%) : Final project

12. Bibliographie de référence :

Patrick Murphy, Ethical Marketing, Prentice Hall, 2005

Charles Croué, Marketing International, De Boeck, 2005