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# Experion International Inc

Solutions Beyond Basics  
Consultants on Call  
Your Global Partner



# Experion International Inc: Internationalization

The world is a growing and expanding marketplace for goods and services. Why not take advantage of these global markets. There are tremendous revenue opportunities in these foreign markets and we at Experion International can help you identify new opportunities maximizing you to line potential.

International  
Market  
Research

New  
Product  
market  
placement

Developing &  
Implementing  
an  
International  
Marketing  
Plan

International  
Distribution  
Channel  
Optimization

International  
Joint  
ventures,  
Mergers. And  
Acquisitions  
Facilitation

- International new market Identification
- Analyses Competitive landscape
- International potential market analyses

- Initial Impact Maximization
- Niche Opportunity Identification
- New Market Suitability Analyses

- Develop Market penetration strategy
- International branding analyses

- Identify international strategic partners
- Identify distribution channels
- Sales channel optimization strategy

- Suitable candidate identification & qualification
- Strategic partnering & acquisition assistance

Penetrating The Global Markets



# Global Project Management

**Too much to do, too little time.** What opportunities or issues do you address first in your foreign operations, realizing that your organization is already stretched for time, resources, and relevant experience?

## **Solutions Beyond the Basics**

Experion International will assist you in pursuing business growth opportunities, and make such assistance available as a variable cost. Through project-based, retained, or outsourced arrangements, we provide substantial support to develop new markets, new relationships, leverage external resources, or simply solve persistent problems in the international arena.

## **Advantages for You**

Our expertise, international network contacts, and creativity allow us to provide you support with:

- Establishing international facilities.
- Coordinating global projects.
- Global business development.
- Product development/testing.
- Strategic consulting and developing/managing global alliances.
- Global expansion.

# Marketing & Business Development

- **Positioning For a More Promising Future**

International trade is growing at an explosive rate, as is the need for global competitiveness. There are dynamic opportunities to expand sales revenue in international markets because of market growth potential, to serve clients as a preferred position as a multinational supplier, and to define market share objectives in global terms. Experion International will help you maximize your efforts to compete effectively and prosper in the expanding international markets.

- **Solutions Beyond the Basics**

Leveraging strengths and core competencies in international markets is often difficult given differences in language, culture, regulations, customer needs, and expectations in "local" markets around the world.

Experion International professionals' extensive international marketing, sales development, and distribution experience will help you understand the competitive market environment and opportunities to establish a position of sustainable differentiation. Our market development, strategic planning, and channel management experience covers United States, Europe, and Latin America, and includes unique and challenging markets like China.

- **Advantages for You**

Our professionals will help you:

- Define, develop, and implement strategic plans and marketing/distribution programs.
- Manage strategic marketing/sales development programs.
- Conduct and interpret a competitive analysis.
- Establish international/multinational distribution strategies.
- Globalize marketing and strategic planning efforts.

# Globalization Strategies

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## **The Competitive Advantage**

The effects of foreign lands and their markets are quickly changing the competitive landscape of the business world. Small and middle-market business sectors are finding that international operations, exporting, and sourcing are no longer business strategies reserved for the Fortune 500. For many businesses, this means looking beyond the United States market in order to remain competitive.

## **Solutions Beyond the Basics**

Experion International works with a number of businesses to provide assistance with issues such as new market expansion, international business development, joint venture partnering, and more. This includes evaluation of the world markets and how they affect the core business in question. This critical element of scoping the international market helps businesses determine if they should follow their customers overseas, if exporting is enough to survive, and how to begin the process. The common thread among each of these projects is that of developing a solid roadmap and execution plan that not only determines the need for international expansion, but supports a successful venture.

## **Advantages for You**

Experienced professionals can assist you with:

- Analyzing international opportunities and challenges.
- Defining your globalization strategy.
- Executing your plans for a global presence.

# Strategic Sourcing

## **Strategic Sourcing and Global Production Roadmaps**

Foreign competition is rewriting the economics of a wide range of manufacturing industries. Companies of all sizes in the United States need innovative approaches and strategic partnerships to reduce production and operating costs. Experion International will help you explore the international opportunities that are available to ensure competitiveness.

### **Solutions Beyond the Basics**

We can assist manufacturers and distributors in developing an international sourcing master plan or roadmap. This defines a client's purpose and guides procurement, subcontract manufacturing, or joint venture relationships worldwide through a significant network of resources.

### **Advantages for You**

Experion International professionals:

Will assist in developing strategic manufacturing relationships to give you the worldwide competitive advantage in your respective industry.

## **Consulting**

### **We help make your strategy happen!**

Experion International is dedicated to helping our clients achieve their strategic objectives and improve their operational performance. Our experienced consultants help organizations identify opportunities for improvement, plan and execute initiatives, evaluate project performance, and provide subject matter consultation in customer, operations, financial, and technology management.