

# ACCTRAIN ACADEMY

ACCELERATED LEARNING PRACTICUM

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UEN 201604334R



## ➤ **COURSE DESCRIPTION**

*How do you start a new business in a viable market?*

Business expansion to new markets allows you to reach a potentially huge number of new customers and thus, greatly increasing your revenue. However, the process can be both complicated and challenging.

Ensure **SUCCESSFUL** market entry with the right strategies.

## ➤ **COURSE HIGHLIGHTS**

- Plan, execute and evaluate market research project for new markets
- Compare and evaluate organisation's competitive position and customer requirements in the new market
- Create a risk management and mitigation plan
- Formulate strategies for marketing

## ➤ **JOIN US TODAY!**

Join our workshop to learn how to **FORMULATE** practicable and actionable market entry strategies.

## *"How Do You Apply Sun Tzu's Art Of War In Marketing?"*

## ➤ **MARKET ENTRY STRATEGIES**

*Under WSQ Skills Framework:  
RET-PNI-4004-1.1 Market Entry Strategy Formulation*

**COURSE CODE: TGS-2020504969**

*Course Duration*

- 24 Hours

*Mode of Delivery*

- Face-to-Face

*Course Fee*

- \$840 (before subsidy)

*Who Should Attend*

- Business Leaders, Business Owners, Entrepreneurs, Start-Up Owners and anyone who wants to be equipped with the tools and knowledge to start a new business in a viable market



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