



BULLSEYE

FOOD

MARKETING

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Course: UK Exports – First Steps to Successful Exporting!

Duration:

1 Day or 2 x 3 hour evening seminars

Who Should Attend:

Sales and marketing personnel, anyone running a new or established food business / SME.

Description:

Most businesses have aspirations of launching their products on the export market.

However, careful planning is required if your company is to succeed in the competitive international marketplace.

This one-day course aims to inform and prepare participant companies ahead of implementing an export sales strategy in the UK.

We outline the best ways to approach market research in a new country, as well as how to anticipate potential cultural differences. In addition, we look at the support network available to companies that wish to export to the UK market and we help you ensure that every area of your company's existing internal infrastructure is ready for possible rapid growth.

'UK Exports – First Steps to Successful Exporting!' is a fundamental starting point for businesses that have ambitions to target the lucrative UK market and develop export potential throughout Europe and further afield.

Topics:

- UK retail market overview
 - UK speciality food sector overview
 - UK distribution systems
 - Appointing a UK distributor or agent
 - Margins and charges to include in your commercials
 - Marketing support
 - The UK – a stepping stone to a wider European export market
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