

## The Archer Business Group

Our multi-disciplinary group has youthful and more mature input from a wide diversity of industry exposure. We bring a collective freshness of thinking to the transformation of existing ways of doing business and inspire the emergence of dynamic new business.

ABG provides valuable insights and direction to assist:

- An established business entering a new geographic market or restructuring its organisation and supporting infrastructure
- An emerging business planning to withstand explosive rapid growth
- A University or development group introducing innovation to market
- The Executive Group of an established company wishing to explore more effective direction
- A Region or City:
  - wanting to consolidate its assets and repackage its "offer" – or to restructure after major economic disruption (man-made, or caused by catastrophic climatic events)
  - seeking long-term sustainable and short-term financially independent re-use for existing local infrastructure
  - needing to bring its collective business knowledge together for overall improved competitiveness
- A tourism group wanting to maximize traveler visitation in an economically challenged market
- A company faced with the unexpected incapacity or death of its Director or CEO and needing immediate alternative forward planning

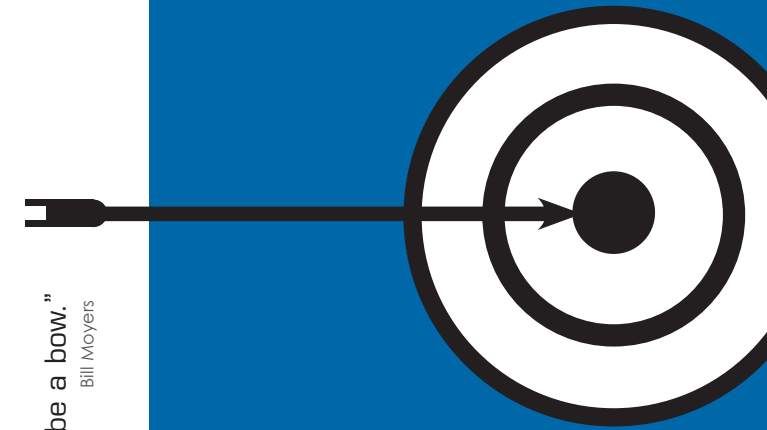
"The future is not place to which we are going, but something we are creating."



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"Ideas are great arrows, but there has to be a bow."  
Bill Moyers

**ARCHER**  
business group

## Workshop

### Well matched

How to effectively establish your presence in a new geographic marketplace

Developing the right supplier relationships and channels to and establishing your position in the market through effective promotion are difficult enough in your own country. In a new geographical market the problem is compounded.

In this two day workshop the company will establish a forward plan to establish its presence in the chosen new market geography with a streamlined "Go To Market" that minimizes the risk of the required investment. The workshop activities will identify cost-neutral activities that can refine your market entry: a tight focus on what is essential, what sequence of activities should be planned, and what key relationships are possible and should be developed .

This workshop brings an unusual focus on what are often previously unidentified features and benefits of the products and services, the company ethos, and the people of the company - so that even activities for existing markets can improve.

#### Who should attend:

The workshop is designed for the decision makers of an already established company, plus their technical representatives where appropriate. These can attend particular segments of the workshop to maximize their contribution and minimise the impact on their other work obligations.

The workshop requires complete dedication and focus. For this reason there will be no use of laptops or mobile phones except during the lunch break. The location will be nearby to the company Headquarters, with tasty catering – all organised by our team. Dress is smart casual. The atmosphere is informal, respectful, fun, and ideal for creativity.

**At the end of the Workshop, the company will have a clear, well-considered "Roadmap" to achieve the most effective market entry. This will be provided in the form of a Summary Report within 4 business days after the close of the workshop. This is designed to be used as a Workbook to develop the Market Entry Plan in greater detail: The report will identify from the workshop input:**

- **the best location for the results to be achieved**
- **most effective costing**
- **maximum targeted promotion and the clearest market message**
- **the most powerful relationships to be established**
- **a clear sequence of tasks, milestones, governance and communications**

## The Workshop

- **Who are we and why?**

Disassembling current marketing to reassemble the most relevant parts for the new location

- **Location, Location, Location**

Decision points about the most relevant location(s) and why - and how to refine the search

- **Marriages of convenience**

With whom does it make sense to form the foundations of a long-lasting relationship & how

- **Jet streaming**

Identifying "fast-track" relationships that could speed the process

- **Timing may be everything**

Timing elements that guide the planning or direct activities

- **Counting the pennies**

Beyond expected investment, what incentives, benefits, opportunities can reduce costs

- **Invisible Tool Kits**

Identifying previously unutilized or under-utilized features of the company that can be used

- **Reconnaissance**

Creating possible plans and examining their relevance

- **Border realities**

Legal implications of market entry and what they restrict

- **The magic of the unexpected**

Adding the unconventional, quirky and creative to make your offer compelling

- **Navigation**

Creating the plan

- **Fail safe mechanisms**

Plan B and C and correctional devices

- **Captain and crew**

The governance structure to ensure the plan acts as expected

- **Rear- vision mirrors**

Review of the 2 day adventure and its unresolved queries, points, opportunities

- **...and then?**

Who does what, by when, for whom: next steps.



#### Workshop Leader:

The Workshop will be led by Paquita Lamacraft, a graduate of the Economic Development Institute and of the University of Minnesota. Paquita is a former Chief Operations Officer of a fast growth software company establishing its European Headquarters as the company undertook market entry into Europe.

Having worked in Australia, Indonesia, the USA, England, Italy, the United Arab Emirates, Qatar, and Germany where she is now based, Paquita understands first hand what the cultural impacts can be in developing your new market, and where previously unidentified opportunities lie. With a diverse and international professional network, Paquita can also often make that valuable introduction to the right person to facilitate activities in the new geography. Using her own business experience drawn from working with companies in a broad range of sectors she has crafted a practical, hands-on approach to guiding the market penetration of new geographies – and of clearly defining the steps to market readiness.

Before founding the Archer Business Group, Paquita was a senior consultant with the Rapid Growth Team for new business development in Germany at Hewlett Packard. Paquita is a popular public speaker and her workshops are immensely creative, fun, inspiring, and operate with a tight focus on the objective, while feeling relaxed.