

# **FedEx Express International Trade Challenge 2024**

## **Workshop**

Date of event	4th May 2024
Duration of event	9:00 a.m. to 2:00 p.m.
Name and type of event	A virtual workshop session on 'International Trade Challenge 2024-25' for students of 11th and 12th for students all over the globe.
Organizers and sponsors	Organised by JA Asia Pacific, and sponsored by FedEx Express
Conducted by	FedEx Express in collaboration with tGELF
Speakers	Mr. Keerthi Lal & Ms. Dinu Raheja

Students of Delhi Public School, Gurgaon, along with schools all over the globe attended the online workshop organized by FedEx Express for the Junior Achievement International Trade Challenge (ITC), a competition organized by JA Asia Pacific, sponsored by FedEx Express. Hosted by Mr. Keerthi Lal and Dinu Raheja, presented students with a detailed overview to cultivate students' entrepreneurial acumen and business comprehension.

The recently concluded 3rd International Trade Workshop aimed to cultivate participants' entrepreneurial skills, foster cross-cultural collaboration, and provide a platform to engage students in developing market entry strategies on a global scale for products and services aimed at specific target demographics. Throughout the workshop, participants engaged with a diverse range of topics, gaining insights into essential components of effective market entry strategies by understanding key elements of markets, assessing risk in international trade, and fostering innovation in business strategies.

The workshop commenced with a comprehensive overview of key elements crucial for devising successful market entry strategies, also known as 'Design thinking'. Participants delved into areas such as identifying target markets, crafting competitive product descriptions and strategies, formulating pricing and promotion strategies, and optimising placing and distribution channels. Emphasis was also placed on developing a profitable model for all, inclusive of developing financial plans, leveraging technology applications, establishing project timelines, and measuring success metrics. Through

interactive discussions and practical exercises, attendees gained a detailed understanding of the intricacies involved in penetrating international markets.

A significant focus of the workshop was on fostering innovation and creativity in business strategies. Following an in-depth exploration of Design Thinking principles, students were divided into breakout sessions to brainstorm and develop contingency plans addressing diverse sustainable crises worldwide. Their task involved identifying pertinent issues, assessing affected demographics, proposing viable product solutions, and formulating comprehensive marketing strategies for their launch. Following a 15-minute ideation period, students showcased their innovative concepts, highlighting their commitment to sustainable development and societal impact. Through brainstorming sessions and case studies, they identified practical solutions, showcasing their ability to adapt and thrive in international markets.

The workshop also served as a platform for enhancing participants' critical thinking and problem-solving skills. By analysing real-world business scenarios and engaging in simulated exercises, attendees honed their ability to assess risks, identify opportunities, and devise strategic solutions. Furthermore, the collaborative nature of the workshop facilitated networking opportunities, strengthening connections among young entrepreneurs and fostering a supportive ecosystem for future collaborations.

Ending with energy and enthusiasm, the students were told the final topic for ITC India 2024 was to create a market entry strategy that supports water conservation in urban areas of Australia.

In conclusion, the International Trade Workshop aimed to educate participants on international trade practices, cultivate entrepreneurial skills, foster cross-cultural understanding and collaboration, and provide a platform for showcasing innovative business ideas and gaining more knowledge. Participants emerged with an enhanced understanding of global trade concepts, improved critical thinking abilities, and a repertoire of innovative strategies to excel in the dynamic landscape of international business.



## Product Analysis

What?	What is the value proposition? Uniqueness? Why is your product successful in the domestic market?
Why?	Why buy / how it meet needs / want? What are some product positives that you want customers to see?
Where?	Who are your competitors? Positioning against competitors?
How?	How is it competitive? How do you set your product apart?



## Price Analysis

- Fixed Costs
  - Business expenses that remain the same regardless of the number of products produced.
  - Examples: wages, rent, marketing expenses, and equipment



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Website Ads  
Pop-ups

**Others**  
Campaigns?  
Giveaways?

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Poster  
Billboards  
Vehicles



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