

## REPORT ON ITC WORKSHOP

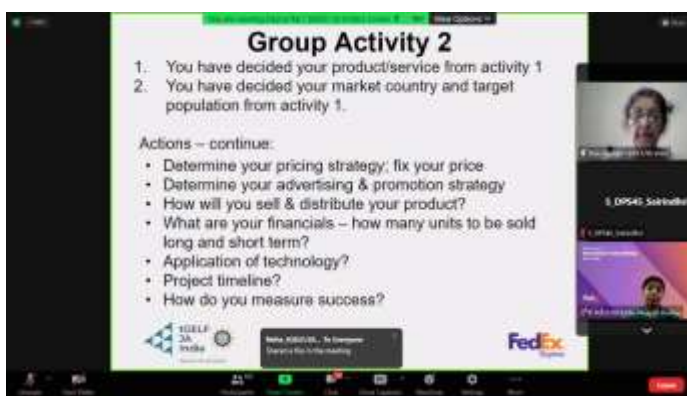
On 6th May 2023, a workshop was held for the International Trade Challenge (ITC) sponsored by FedEx express which is the stage-2 of the competition, on the topic 'Market Entry Strategy' on Zoom platform from 9:00 AM to 2:00 PM. Students of Delhi Public School, Sector 45, Gurgaon, attended the workshop along with participants from various schools such as, DPS Srinagar, Vidyagyan School (Sitapur), The Shri Ram School (Gurgaon), Welham Girls' School (Dehradun). The workshop was attended by 112 students.

The workshop was inaugurated by Ms.Dinu Raheja, executive director LEAD the Global Education and Leadership Foundation, who gave a basic introduction about the session. She informed the students about how the session will help them in developing entrepreneurial skills and encourage new creative ideas. Moreover, it would help to find solutions to tackle different business related situations. Mr. Keerthi Lal, Investment Advisor and Strategist, enlightened the participants about International Trade Globalization and the principles which need to be kept in mind while entering a foreign market. He guided the students regarding the selection of the product and its target market.

Mr. Bibhu Mishra, Director - the Global Education and Leadership Foundation, (Entrepreneurship World Cup – ASEAN), shared information about Financial planning while entering the market. This covered various aspects like profits, gross margins etc.

The workshop covered 9 main criteria that are to be kept in mind while planning a market entry strategy such as, Target market, Product Description, Pricing Strategy, Promotion Strategy, Distribution strategy, Financial Plan, Application of Technology, Project Timeline and Measurement of Success.

The participants also engaged in various activities which helped them gain knowledge about how to promote their product to its target market and how to choose the correct pricing of the selected product. At the end of the session, a feedback was collected from children and related doubts were cleared by the members of Junior Achievement Asia Pacific. The session was wrapped up by giving the students details about the International Trade Challenge and the selection process.



**Checklist for Choosing Transportation Modes**

- ✓ 1. Speed.
- ✓ 2. Dependability.
- ✓ 3. Capability.
- ✓ 4. Availability.
- ✓ 5. Cost.

**Promotional Strategies**

- Film Advertising**
- Print Media**  
Newspapers  
Journals  
Magazines
- Radio Advertising**
- Television Advertising**
- Internet Advertising**  
Social Media  
Website Ads  
Pop-ups
- Others**  
Campaigns?  
Giveaways?
- Direct Mail Advertising**
- Outdoor Advertising**  
Poster  
Billboards  
Vehicles

Logos: IIGELF IA India, FedEx Express