

21P IBD

International Business Development methodology & matrix



**A unique methodology for building efficient International Business Development plans.
It is used to create, implement, and adjust ambitious development plans in markets that are in constant evolution.**

Inspired and influenced by a certain number of business models, concepts, techniques, and methodologies:
4P & 7P Marketing mix, Michael Porter’s 5 Competitive Forces model, Boston Consulting Group (BCG) matrix,
SWOT analysis, Six Sigma, Total Quality Management (TQM), Toyota Production System: Kaizen, Kanban,
Poka-yoke, 5S and 5 Whys, Lateral thinking, Customer Experience and Personas, CRM, Sales Funnel process, etc.

P	Key elements	Description	Strategy	Sales	Marketing	Communication	Supply Chain Management	HR Management	Finance
1	Principles	Company/corporate values, mission statement, guidelines	✓	✓	✓	✓		✓	
2	Product	or Service. Portfolio or range. Segmentation	✓	✓	✓	✓	✓		
3	Patents	Technologies & IP management	✓	✓	✓	✓			✓
4	Pains	Solve customer problems		✓	✓	✓			
5	Proposal	USPs, samples, training, warranties, CRM, sales funnel		✓	✓	✓	✓		
6	Position	Leader, challenger, me too, niche, value for money, branding	✓	✓	✓	✓	✓		
7	Paradigm	Profound change. Novel, out of the box approach or concept	✓	✓	✓	✓	✓	✓	
8	Price	Strategy & structure geographically. Elastic. Glass ceiling	✓	✓	✓	✓	✓		✓
9	Place	Main, entry and target markets.	✓	✓	✓	✓	✓		✓
10	Penetration	How? With whom? Direct sales force? Channels?	✓	✓	✓	✓	✓	✓	✓
11	Partners	Distributors/agents, commissions, up/down stream, suppliers	✓	✓	✓	✓	✓		✓
12	People	Team profile, values, recruit, train, motivate, teamwork	✓	✓	✓	✓	✓	✓	✓
13	Promotion	Strategy of awareness, communication, tools, channels	✓	✓	✓	✓			✓
14	Proof	of principle or concept. Prove what can be done. Trust		✓	✓	✓			
15	Process	Produce or subcontract/resell? warranty, stocks, logistics	✓	✓	✓		✓	✓	✓
16	Packaging	Image, perceived value, re-usable, recyclable, cost		✓	✓	✓	✓		✓
17	Plan	Integrated SM&C plans, timing, targets, milestones	✓	✓	✓	✓	✓	✓	✓
18	Projections	Vision, forecasts, scenarios, market perspectives, projects	✓	✓	✓	✓	✓	✓	✓
19	Priorities	Focus, sequence, roll out. Don't bite off more than ...	✓	✓	✓	✓	✓		
20	Profit	Income, cash, cashflow, break-even, dividends, cost analysis	✓	✓	✓	✓	✓	✓	✓
21	Performance	KPIs: measure the right indicators and track progress		✓	✓		✓		✓