

21P International Business Development methodology & matrix



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

Inspired by dozens of business models, concepts, theories, techniques, matrices, processes and methodologies:

4P & 7P Marketing mix, Michael Porter's 5 Competitive Forces model, Boston Consulting Group (BCG) matrix, SWOT analysis, Disruptive and Lateral thinking, Six Sigma, Total Quality Management (TQM), Lean manufacturing, Toyota Production System (Kaizen, Kanban, Poka-yoke, 5S and 5 Whys), Customer Experience and Personas, Dead horse, SMarketing, MarCom, CRM, Sales funnel process, Agile project management, Value Proposition Design, SCARF model, Pivot, Prototyping, Canvas Business Model, Minimum Viable Product (MVP), Design Thinking, Lean Startups, etc.

P	Key elements	Description	Strategy	Sales	Marketing	Communication	Supply Chain Management	HR Management	Finance
1	Product	or service. Portfolio or range. Market segment.	✓	✓	✓	✓	✓		
2	Price	Strategy & structure geographically. Elasticity. Glass ceiling.	✓	✓	✓	✓	✓		✓
3	Place	Main, entry, test and target markets.	✓	✓	✓	✓	✓		✓
4	Promotion	Strategy of awareness, communication, tools, channels.	✓	✓	✓	✓			✓
5	People	Team profile, teamwork, values, recruit, train, motivate, promote.	✓	✓	✓	✓	✓	✓	✓
6	Process	Produce or subcontract or resell. Warranty, stocks, logistics, SCM.	✓	✓	✓		✓	✓	✓
7	Physical evidence	Proof of principle or concept. Prove what can be done. Build trust.		✓	✓	✓			
8	Purpose	Company/corporate values, vision, mission statement, guidelines.	✓	✓	✓	✓		✓	
9	Patents	Technologies, IP management, trademarks, brands.	✓	✓	✓	✓			✓
10	Pains	What problems does the product or service relieve for customers.		✓	✓	✓			
11	Proposal	USPs, sales funnel, samples, training, CRM, lead generation.		✓	✓	✓	✓		
12	Position	Leader, challenger, me too, niche, value for money, branding.	✓	✓	✓	✓	✓		
13	Paradigm	Profound change. Novel, out of the box approach or concept.	✓	✓	✓	✓	✓	✓	
14	Penetration	Strategy to enter each market.	✓	✓	✓	✓	✓	✓	✓
15	Partners	Sales distributors and agents, key suppliers, up and downstream.	✓	✓	✓	✓	✓		✓
16	Packaging	Image, perceived value, re-usable, recyclable, cost.		✓	✓	✓	✓		✓
17	Plan	Integrated SMarCom plans, channels, timing, targets, milestones.	✓	✓	✓	✓	✓	✓	✓
18	Projections	Forecasts, scenarios, market perspectives, projects.	✓	✓	✓	✓	✓	✓	✓
19	Priorities	Focus, sequence, roll out. Don't bite off more than ...	✓	✓	✓	✓	✓		
20	Profit	Income, cashflow, break-even, dividends, cost analysis, margins.	✓	✓	✓	✓	✓	✓	✓
21	Performance	KPIs: measure with the right indicators and track progress.		✓	✓		✓		✓