

EXPORT BUSINESS MODELS

# **I-MAVE MODEL ON SME EXPORT BUSINESS SUCCESS FACTORS**



**CONTACT**

# STRATEGIC CHANNEL PARTNER MANAGEMENT

- **Market Research and Analysis**
  - Thorough understanding of target markets and their dynamics is pivotal for informed decision-making and market entry strategies.
- **Customized Business Planning**
  - Tailoring comprehensive business plans aligned with export objectives, market positioning, and risk management strategies.
- **Strategic Partnerships & Networking**
  - Building and leveraging alliances, fostering relationships, and global connections for market penetration and growth opportunities.
- **Innovative Marketing & Branding Strategies**
  - Employing creative and culturally relevant marketing approaches, establishing a compelling global brand presence.
- **Operational Efficiency & Supply Chain Optimization**
  - Streamlining operations, maintaining quality standards, and implementing sustainable practices within the supply chain.
- **Regulatory Compliance & Export Financing**
  - Complying with regulations, navigating export financing options, and accessing financial resources for international trade.
- **Talent Development & Training**
  - Equipping teams with global business acumen, cultural competencies, and specialized skills for international success.
- **Technological Integration & Innovation**
  - Embracing technological advancements, integrating innovative tools, and fostering innovation in product/service offerings.
- **Adaptability & Agility**
  - Ability to adapt strategies swiftly to market changes, embracing flexibility and agility in international operations.

- **Customer-Centric Approach**

- Prioritizing customer needs, delivering exceptional service, and building long-term relationships for sustained success.

- **Risk Management & Contingency Planning**

- Identifying potential risks, creating contingency plans, and mitigating uncertainties associated with global trade.

- **Ethical & Sustainable Practices**

- Embracing ethical conduct and sustainability practices to align with global standards and enhance reputation.

**I-MAVE Strategic Insights, Analysis & Thought Leadership Focus On SME  
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# ABOUT THE AUTHOR



Faruk M. Khair, is the CEO and founder of I-MAVE | International Maverick. He is a management consultant, certified global business professional, certified global business trainer, international business coach & mentor and a seasoned International Business Specialist with 25+ years of senior executive experience in global roles bringing unparalleled expertise to guide your export business success. Mr. Khair has empowered SME Exporters with insights drawn from the successful track record of guiding over 40 global exporters from US, Europe, Africa & Asia.

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