

# SMEs in the United States



September 2007



# Who We Are

We are a private non profit based in the southeastern USA (South Carolina).

We offer our services to small and medium size enterprises, multinational corporations and economic development agencies.

We have assisted more than 800 clients in increasing their competitiveness in the global market.

We have experience in more than 40 industry sectors.



# Our Mission

To help companies find new markets and increase their sales and to partner with economic development organizations to assist small to medium-sized enterprises with business development.

# Our Partners



BlueCross BlueShield  
of South Carolina  
SouthCarolinaBlues.com



**MICHELIN**

*A better way forward*



The Ultimate  
Driving Machine™



**WACHOVIA**



**Progress Energy**



**LWT&M**

LEATHERWOOD WALKER TODD & MANN, P.C.

**CHERRY  
BEKAERT &  
HOLLAND**

CERTIFIED PUBLIC  
ACCOUNTANTS &  
CONSULTANTS



## Business failure

- why businesses fail in the United States

## Business growth

- Ideas for more effective Marketing Messages
- Ideas for New Customers/Markets
- Ideas for New Products/Services/Business Models



# How we help SMEs

- Find New Markets
  - Training
  - Market Research
  - Matchmaking

- **Innovation Coaching**

The program is based on the work of national growth guru Doug Hall. Secrets behind his revolutionary work with brands like Nike, Walt Disney, Coca-Cola, American Express, Kimberly-Clark and Bank of America and the proven methodologies created for them are now available in a right-sized approach for small and mid sized manufacturers.

- **Find New Markets**

branding, selling proposition, business planning, segmentation etc.



# Market Research & Matchmaking

## **Global Market Analysis**

identify potential markets for your products and/or services.

## **Targeted Market Research**

An in-depth analysis of each target market/segment focusing on the factors affect your successful penetration into the market.

## **Identify Market Opportunities**

Utilizing our network of information resources, trade affiliates and industry associations, the Consortium will identify contacts in each market researched.

## **Matchmaking**

At the Consortium, we don't just advise, we launch companies into international markets through proven business development strategies and our global network of trade consultants and export management companies.

# Our Clients- A sampling

## Jamaican Coffee Imports

### About the Company

- Founded in 2004, Jamaican Coffee Imports (JaCoffa) distributes Jamaica Blue Mountain coffee.

### How We Helped

- Marketing material- website, logo
- FDA regulations- import process
- Labeling
- Market analysis
- Distribution
- Pricing Strategy



### What They Had to Say

- *"Our company gained credibility in the market place by being able to point to the support and partnership of the consortium in our start-up efforts. By actually researching and compiling the material (market research), then providing a venue for its presentation a clear message was sent to potential investors that a business opportunity may be evolving. This allowed us the opportunity to select investors rather than search for them."*

# Our Clients- A sampling

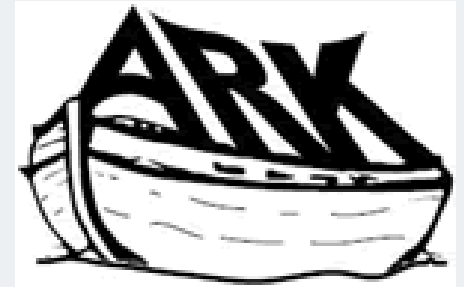
## Ark Therapeutic Services

### About the Company

- Ark Therapeutic Services designs and manufactures occupational products, adult care products, eye care, respiratory and early childhood developmental toys and tools.

### How We Helped

- Market research on the Canadian market
- Under a U.S. Department of Agriculture Grant, provided assistance for week-long trade mission to Montreal and Toronto, Canada
- Provided assistance for one-day "Meet the Buyer" program in Toronto under USDA grant
- Conducted on-site training on CE Mark



### What They Had to Say

- *"Market research was key for us. We did not have the manpower, time or contacts to find out what the market was like in Canada for our products. The Consortium's research gave us the opportunity to know the market throughout the entire country. We really feel that we have a handle on the needs of the country and all of the provinces."*



# Our Clients- A sampling

## ***SPI+ (Belgium)***

- *Trade mission assistance*
- *Arranged individual meetings with target companies*
- *Arranged seminar at BMW Manufacturing North America*

## ***Jykes (Finland)***

- *SME training on marketing*

## ***Craftsman Association, Babes-Bolyai University, City Hall Cluj-Napoca (Romania)***

*SME training:*

- *General marketing and how to write a marketing plan with a global focus*
- *How to position you company in the market- create an image for your company*
- *Growing your markets- doing business in the US*

# Understanding the “*REAL*” U.S.

- How do you eat an elephant?





# Doing business with the “*REAL*” U.S.

- US social structures and attitudes are different
- Internet is a primary source of market information
- What are you selling and why is it different from your competitors?
- Have a marketing strategy and marketing plan
- Know your competition



# Contact Us

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