

Minority Business Week

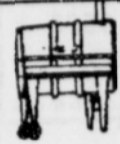
Going Street Market



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Global Marketing: Preparedness Is Critical For Success

CONTINUED FROM PAGE C14? able channels of distribution, costs, pricing, transportation.

* Competition analysis - Industry structure, competitor identification, marketing policy, strengths and weaknesses of competition.

* Industry - Technology, product cycle, product saturation, and new products.

* Behavioral-Purchase motivation, buying behavior, cultural and social influences.

* Economic - Market potential, market growth, stage of development & income and expenditure patterns.

Now, after looking at all these elements and you are not completely

overwhelmed with the idea of exploring global marketing for your business. Are you ready to take the next step? If yes, there are numerous resources and advisors available to help you determine if this makes economic sense for your business. Here are only a few to help you get started:

- Portland District Office of Small Business Administration at (503) 326-5221. Ask for District Director Phil Gentry.

- Business Center at the District Office located at 1515 SW Market, Suite 1000. Contact a SCORE counselor.

For internet research, please check out the following websites:

www.wtcp.com

www.econ.state.or.us/intl

Preparedness is your best insurance for financial success in global marketing!

Diane McClelland, president of The McClelland Company is a research and development company designed to identify marketing and selling opportunities in the women's market for firms that want to increase sales and develop new niches. Workshops, research, sales training and strategic planning are ways we assist firms to capture their share of the women's market. For more information, please contact us at (503) 292-6055 or e-mail: dimac@aracnet.com or www.womensmarket.com

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