

Follow-up - Workshop II: Building Consolidated International Business Services

AE Network Meeting

Jordan

January 2015

Accomplished so far: Prioritized 3 Services to be Focus of Network Members

Services

Attracting business to MENA markets

Exporting business to other markets

1

Matchmaking

1A Attract partnerships with foreign companies

1B Increase members' exports

2

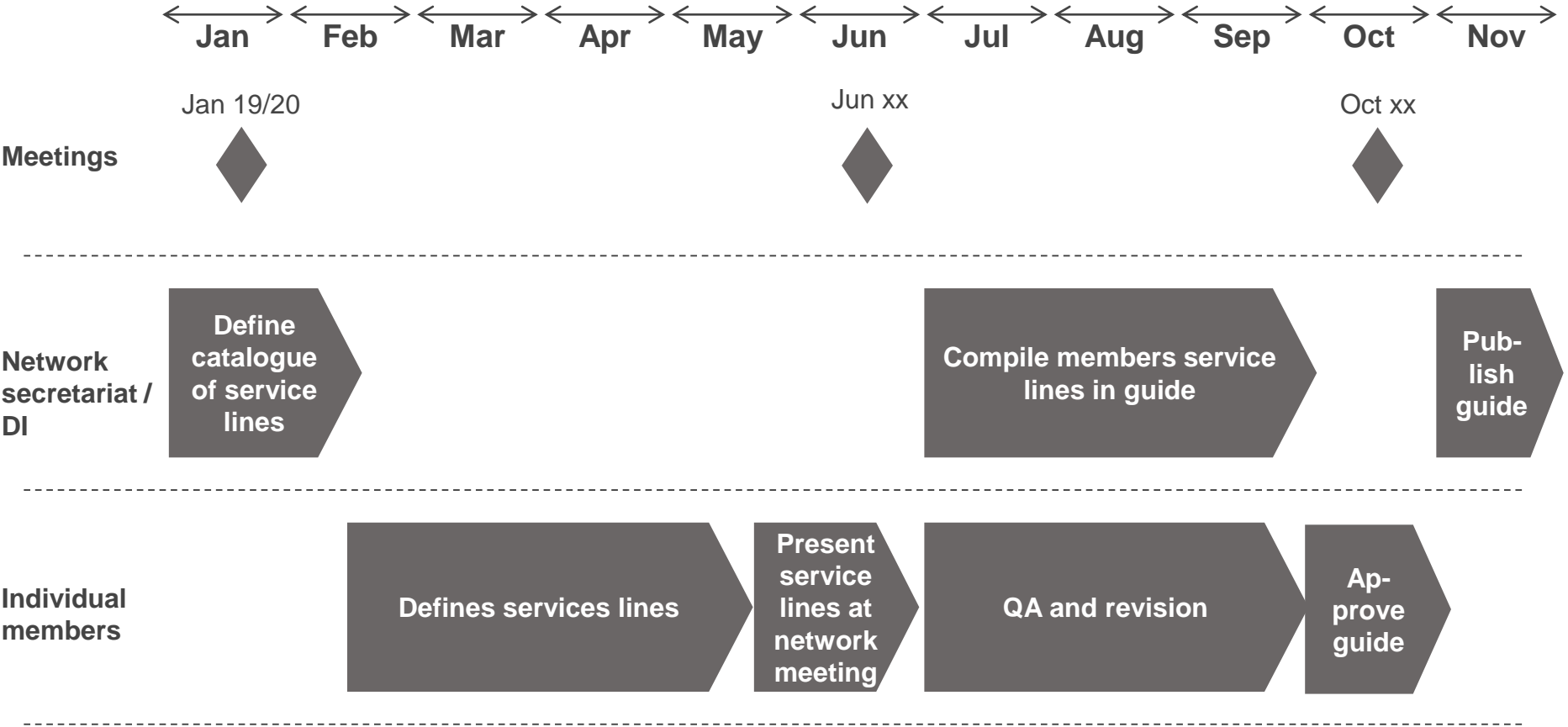
Delegations and Business Seminars

2B Increase members' interaction with other markets

3

Market research

Next Steps for Developing Guide to Arab-EU Network International Business Consultancy Services



Selecting Key Service Lines

Services	Service lines	Members	Network
1A Match-making to attract business	<ul style="list-style-type: none"> Helping foreign companies with partner selection Helping foreign companies with business meetings, site and location visits Helping foreign companies with continuous partner dialogue 		X
1B Match-making to export business	<ul style="list-style-type: none"> Facilitate contact to BMOs in other markets for members Helping members select other markets to enter Helping members selecting partners in other markets 	X	
2B Delegations to other markets	<ul style="list-style-type: none"> Arrange delegations to other markets for members Follow-up with BMOs in other markets on delegations PR and communication 	X	
B2B platform	<ul style="list-style-type: none"> Develop and maintain online platform 		X
Policy development	<ul style="list-style-type: none"> Develop policy issue briefs 		X

Templates to be Disseminated after Network Meeting

Products

JMW Consulting's Suggested Market Entry Approach – Focused on Making Things Happen Fast

	Market Entry Support Service	Full Market Entry Service (Incl. local incubation)
Market assessment	✓	✓
Partner Identification	✓	✓
Partner selection criteria	✓	✓
Partner business opportunity pitch	✓	✓
Partner assessment and reference checks	✓	✓
Business plan development	✓	✓
Negotiation support	✓	✓
Set up shop		✓
Get first customers		✓

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Process

From Kick Off to Partner Agreement

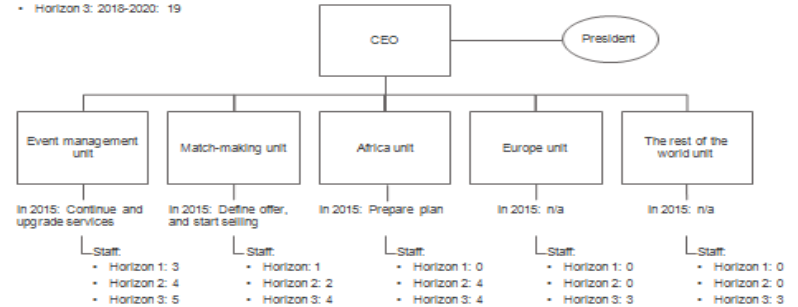
	1 Develop Market understanding (2 weeks)	2 Identify 5 partners (4 - 6 weeks)	3 Build local plan (4 weeks)	4 Partner selection (5-6 weeks)	5 Partner negotiations (5-8 weeks)
Outputs	<ul style="list-style-type: none"> Key market facts (market size, # stores, must have locations, potential sites) (+1 study trip to Morocco) Legal assistance hired 	<ul style="list-style-type: none"> Sales material Meet up to 10, identify 3-5 potential partners which Pandora can choose from Meetings with partners Trip to Morocco 	<ul style="list-style-type: none"> Business model input to be able to build business per market and business case (salaries, competitors, legal, franchise) 	<ul style="list-style-type: none"> Selection of 2 partners based on business plans, financials, and minimum 2 face to face meetings Partner visits in Morocco, DK and UK In depth screening of partners 	<ul style="list-style-type: none"> Negotiations preparation material Negotiation support Finalized business plans for each of the partners
Key activities	<ul style="list-style-type: none"> Desk top market assessment Develop initial market entry approach 	<ul style="list-style-type: none"> Prep sales pitch Identify potential partners Book partner meetings Facilitate partner communication First partner screen Study trip (high-end malls, etc) 	<ul style="list-style-type: none"> Investment climate research Develop initial market entry approach Prepare business case in detail Help partners build business case 	<ul style="list-style-type: none"> Visit potential partners Pandora meet with 5 partners Thorough reference checks Advanced Q/A In-country visits to sites (high-end malls, airports etc) 	<ul style="list-style-type: none"> Negotiations Prepare for negotiations (market size, # stores, franchise model, must have locations, salaries, and regulations). Build business presentations
Timing	Start: September 15 th	September-October	November-December	November-December	December-January

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Organization

Organization

- Total staff numbers:
- Horizon 1: 2015: 4
 - Horizon 2: 2016-2017: 10
 - Horizon 3: 2018-2020: 19



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Case

The Charm Bracelet – the Heart of THE PANDORA Collection

In 2000, PANDORA introduced the signature charm bracelet concept

Some of the **original** charms are still part of the collection today

Unique and **patented** functionality

Charms and bracelets account for more than **80%** of total revenue

With **2.9 million** pieces sold so far, the silver heart is a global bestselling charm

The collection currently contains more than **700** different charms and clips

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