

THE REILLY COMPANY
International Expansion Process

OVERVIEW

INTERNATIONAL ASSESSMENT PROCESS

INTERNATIONAL MARKET ENTRY PROCESS

PARTNER SEARCH AND SELECTION PROCESS

PARTNER EVALUATION PROCESS

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International Expansion Process

Phase 1: International Corporate Analysis

Historical Perspective
Strengths & Limitations
Market Knowledge
Competitive Situation
Image of Difference
Corporate Overview
Critical Success Factors

Strategic Plan

Phase 2: International Market Opportunity Assessment

Demographics
Market size US\$
Competitive Situation
Research Facilities
Distribution Channels
Key Accounts
Marketing Issues

Target Markets

Phase 3: Foreign Partner Search & Selection

Entry Strategy
Partner Criteria
Identify Candidates
Qualify Candidates
Recommend Candidates

Select Partner

Phase 4: Partner Business Planning Process

Marketing/Promotion
Sales Targets
Key Accounts
Critical Success Factors
Responsibilities
Timeline

Implementation Plan

Phase 5: Distributor/Partner Management

Monitor implementation
Report Progress
Marketing
Promotion
Assess Needs
Assure Support
Sales Management Administration

Project Implementation

Phase 6: Supplier/Partner Performance Assessment

Standards of Excellence
Strengths/Limitations
Critical Success Factors
Responsibilities
Implementation Plan /Timeline

Performance Improvement

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International Assessment Process

TRC interviews key client personnel prior to workshop to build rapport, understand the issues, and set the stage for the meeting.



TRC conducts International Performance Assessment with participation of client personnel who impact the international expansion process.



Factors critical to the future success of the client company are identified.



A strategic/tactical plan is developed with timelines and responsibilities defined.



Management's attention is focused on a few key strategies. Involved personnel have bought into the plan and understand their part in its implementation.

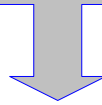
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International Market Entry Process

TRC assists Client in establishing customized market evaluation criteria, typically including the following factors:

*Country Demographics
Economic Trends
Customer Needs
Market Size & Potential
Channel Options*

*Competitive Activity
Political Stability
Product Applications
Market Trends
Market Barriers*

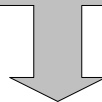


TRC professionals analyze the characteristics of selected markets, evaluating the market against the criteria. Resources used may include:

*Customers
Local Government
US Dept of Commerce*

*Industry Sources
Internet Resources
Trade Publications*

*Foreign Gvmt
UN, WHO, etc.
Foreign Contacts*

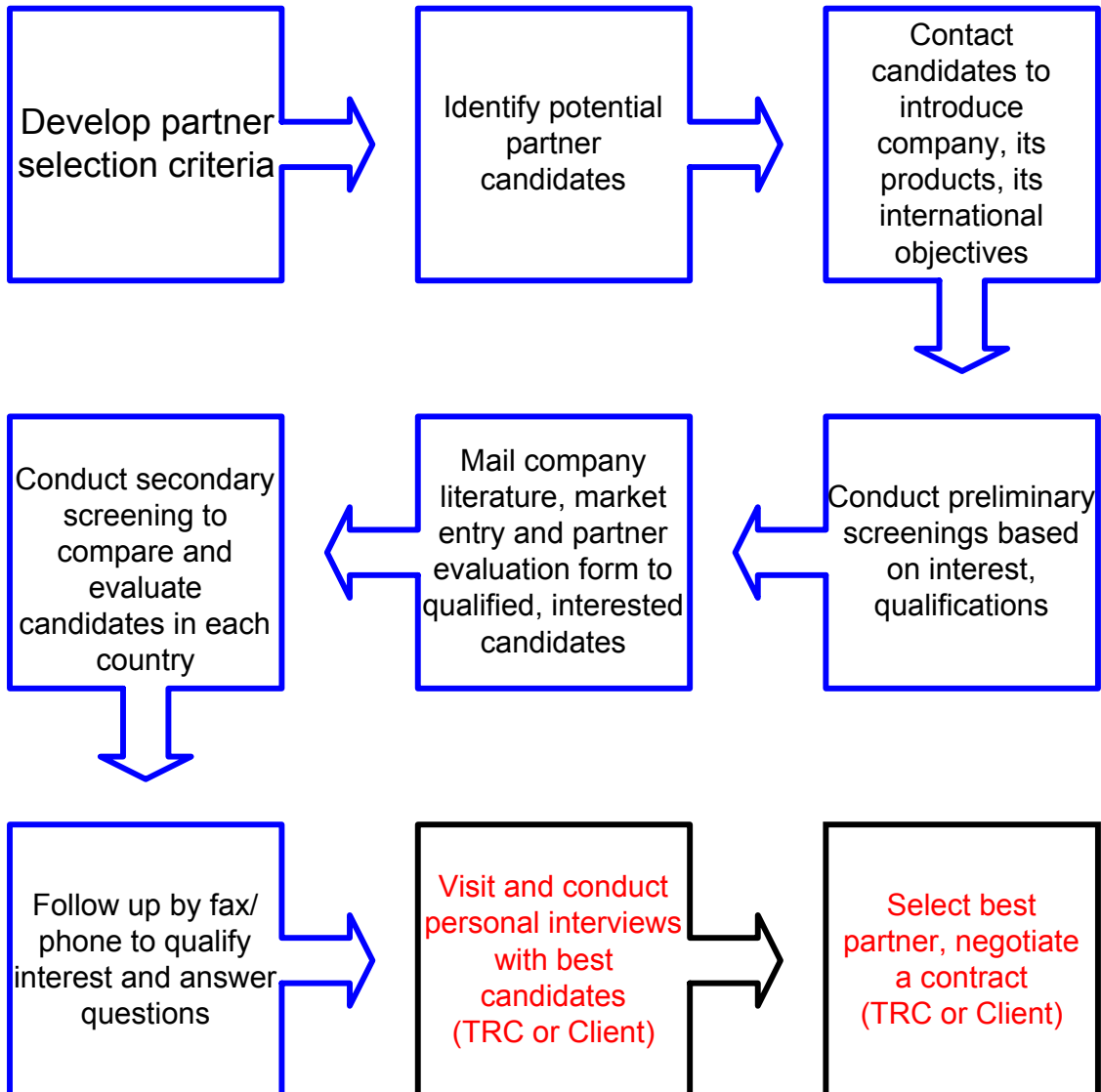


TRC presents findings and recommendations. The client is better informed about the marketplace and can confidently develop the optimal market entry strategy to maximize sales in the selected market.

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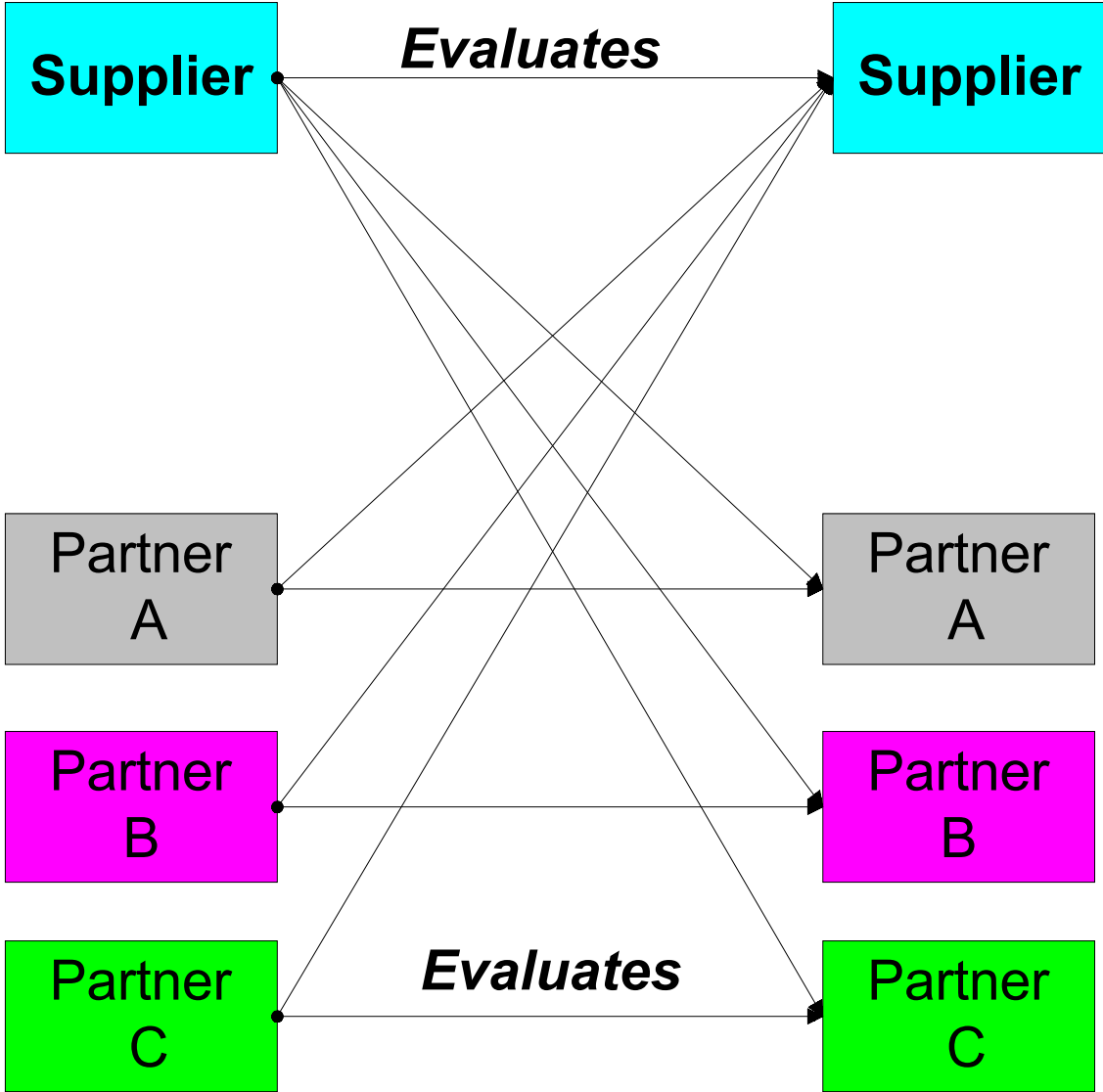
Partner Search And Selection Process

SELECT TARGET MARKET/S & APPROPRIATE SALES CHANNELS



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Partner Evaluation Process



Supplier and Partners evaluate self and the partner. Results are compiled, interpreted and presented by The Reilly Company to client (supplier) management. TRC professionals recommend subsequent steps to enhance profitability and channel effectiveness.