

## BUILDING A COMPETITIVE EDGE IN EAC & COMESA MARKETS

The COMESA region is evidenced to offer top returns on investment in all sectors while the EAC presents over 146 million prospective customers; however, only those businesses that have a competitive edge over others reap profits. This workshop equips participants with knowledge and skills on how to build robust business strategies necessary to exploit economic opportunities available in these regions.

<b>WORKSHOP OUTCOMES</b>	<p>By the end of the workshop, participants will be able to:</p> <ul style="list-style-type: none"> <li>✓ Identify economic opportunities, threats, and other external factors in the COMESA &amp; EAC markets that influence business</li> <li>✓ Describe the overall competitive environment and drivers of competitiveness in the EAC and COMESA regions</li> <li>✓ Recognise the impact of industry and firm specific conditions for competitiveness</li> <li>✓ Define competitors, competitive rivalry, competitive behavior, competitive dynamics and competitive actions; and how they affect business</li> <li>✓ Outline business capabilities and core competencies towards exploiting identified opportunities</li> <li>✓ Define the role of strategy in business development and competitiveness</li> <li>✓ Outline criteria for sustainable competitive advantage</li> </ul>
<b>TARGET AUDIENCE</b>	<ul style="list-style-type: none"> <li>✓ Ambitious; internationally focused entrepreneurs seeking opportunities in EAC and the COMESA regions</li> <li>✓ SME Business owner/Managers</li> <li>✓ Marketing professionals</li> </ul>
<b>COURSE OUTLINE</b>	<ul style="list-style-type: none"> <li>✓ A Snapshot on the COMESA &amp; EAC market</li> <li>✓ Conducting environmental analyses</li> <li>✓ How to analyse internal environment of the firm: resources and capabilities</li> <li>✓ Finding the: propitious niche, strategic sweet spot and strategic window in COMESA &amp; EAC markets</li> <li>✓ Setting robust strategies to maximize on identified opportunities</li> </ul>
<b>WORKSHOP DETAILS</b>	<p><b>DATE:</b> April 25, 2017   <b>VENUE:</b> Imperial Hotel, Kisumu   <b>TIME:</b> 8:30 a.m - 4:30 p.m  <b>CHARGES:</b> KES 2,500/=</p> <p><b>CONTACT:</b> nduta.ndirangu@kam.co.ke <b>OR</b> kamconsulting@kam.co.ke</p>
<b>HOW TO REGISTER</b>	<p><b>Ksh.2,500</b> VAT Inclusive, this covers the training materials, lunch and refreshment and should be paid upon registration. Payment can be done through Cash, Cheque drawn to Kenya Association of Manufacturers or via MPESA (MPESA PAY BILL <b>NO: 825970</b>).</p> <p>Go to <b>LIPA NA M-PESA, PAY BILL, ENTER BUSINESS NUMBER</b> which is <b>825970</b> then enter Account Number i.e. the <b>NAME OF COMPANY/SERVICE BEING PAID</b> for e.g. EAC &amp; COMESA MARKETS Training.</p>