



1. Nature & Purpose of BDS counseling.
2. Range & Scope Of services.
 - ▲ Business Strategy.
 - ▲ International Trade Management.
3. BDS - Client (SME) relationship.
4. BDS & Change.
5. BDS & SME Culture.
6. Professionalism & Code Of Ethics in counseling.
7. The BDS Consulting Process.
 - ▲ Entry into the cluster & trust building with cluster actors.
 - ▲ Diagnosis (Detailed diagnostic study of cluster).
 - ▲ Action plan of cluster.
 - ▲ Implementation of the action plan.
 - ▲ Termination of service (Withdrawal).
8. Managing a BDS firm.
9. Staffing the BDS firm.
10. Marketing of BDS consulting services.
11. Costs & Fees (Service Tax) – Generating Revenue.
12. Assignment Management.
13. Quality Management, assurance, commitment & feedback.
14. Use of IT in BDS consulting.
15. Career & Compensation in BDS consulting.
16. Training & Development of self & staff.
17. Preparing for the future.
18. Networking.



Practical Training :

- Case Studies
- Mock Sessions
- Experience sharing with other BDS providers
- Field Work

International Market (Export) Consulting :

1. Export Finance
2. Letter Of Credit
3. Shipping procedure
4. Documentation for exports - Pre & post shipment. (Practical filling up of all forms & documents)
5. Foreign Exchange Risk management
6. Export pricing (Practical pricing exercises on their own products)
7. Export incentives - Schemes & Calculations
8. Export insurance - Marine & ECGC
9. Export Policy matters Customs, Banks, MOC, Govt....
10. Marketing for exports - Identification of buyers, communication with buyers, internet training.
11. Practical & real case studies
12. Cluster Development Program, Networking, Consortium formation & Exports.



Duration of course : 2-3 Days

Timing : 10 am to 2 pm or 2 pm to 8 pm

Location : Your country

Faculty : Jagat Shah, Certified Management Consultant (CMC), MBA & Certified Cluster practitioner. Trade representative of Govt. of Manitoba, Canada in India.

- 22 years of experience in international trade management & cluster development.
- Conducted 300+ training programs in 40+ countries, attended by 15400+ companies.
- Led 80+ trade delegations for buyer seller meet & business match making abroad.
- Founder & CEO - Global Network : www.globalnetworkindia.com
- Founder & Mentor - Cluster Pulse : www.clusterpulse.org
- CV : www.globaljagat.com



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