

WOMEN IN EXPORT: EXPORTING SERVICES

WOMEN IN EXPORT TRADE EVENT

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PRESENTER: NONA S. RICAFORT, PH.D

Commissioner, Commission on Higher Education

Chairman, Philippine Federation of Business and Professional Women

Board Member, Technical Education and Skills Development Authority (TESDA)

Owner of E-Business in Furniture Manufacturing & Export, Financing and Investments,
Real Estate Development



PRESENTATION OUTLINE

- I. INTRODUCTION
- II. GLOBAL REALITY ON EXPORT SERVICES
- III. ENTREPRENUERIAL BEHAVIORAL COMPETENCIES
- IV. IDENTIFYING A VIABLE EXPORT BUSINESS
- V. CHOOSING A PRODUCT OR SERVICE
- VI. THE E-BUSINESS SERVICE EXPORT-PHILIPPINES
- VII. INGREDIENTS OF A BUSINESS PLAN



EXPORTING – AS A FAMILY BUSINESS VENTURE

- 1968 – US MILITARY BASES IN VIETNAM
- 1972 – ENTRY TO COMMERCIAL MARKET.

EXPORTING - TODAY

- OPEN GLOBAL COMPETITION
- WTO LEVEL PLAYING FIELD HIGHLY DEVELOPED, DEVELOPING, , LESS DEVELOPED
- TRADE BLOCS – EU, NAFTA, ASEAN



GLOBAL REALITY ON EXPORT SERVICES

- NEED TO HIGHLIGHT, DEVELOP AND SHARE OPPORTUNITIES
- CONTRIBUTION OF WOMEN – SIGNIFICANT
 - CONDUCIVE TO SELF-EMPLOYMENT
- APEC FRAMEWORK FOR PARTNERSHIP IN GENDER AND DEVELOPMENT
 - QUALITY FOCUS ON WOMEN



WHY EXPORT? ENTREPRENEURSHIP

- INCOME BETTER THAN PAID EMPLOYMENT
- BETTER CONTROL OF WORK SCHEDULE
- MATCHES SKILLS WITH CIRCUMSTANCES
- SELF-FULFILLMENT
- THE WORLD IS YOUR MARKET



ICT – A MAJOR GLOBAL DEVELOPMENT

- INTERNET, WEBSITES – MADE THE WORLD SMALLER
- THE WORLD AS A VIRTUAL UNIVERSITY
- A FORCE FOR NEW ECONOMIC OPPORTUNITIES THAT WILL AVOID MARGINALIZATION



ENTREPRENEURIAL- BEHAVIORAL COMPETENCIES

- GOAL SETTING
- RISK TAKING
- INITIATIVE TAKING
- SEES AND ACTS ON NEW OR UNUSUAL BUSINESS OPPORTUNITIES
- INFORMATION SEEKING



ENTREPRENEURIAL BEHAVIORAL COMPETENCIES CONTINUATION.....

- CONCERN FOR QUALITY, INNOVATION
AND EFFICIENCY
- PROBLEM SOLVING
- SYSTEMATIC PLANNING
- PERSUASION AND INFLUENCING
STRATEGIES



IDENTIFYING A VIABLE EXPORT BUSINESS

- GOOD MARKET POTENTIAL, I.E A GAP BETWEEN EXISTING SUPPLY AND POTENTIAL DEMAND
- AN ADEQUATE RETURN ON INVESTMENTS
- THE AVAILABILITY OF TECHNOLOGY FOR PRODUCTION
- THE AVAILABILITY AND ACCESSIBILITY OF NECESSARY FUNDING FOR THE PROJECT



CHOOSING A PRODUCT OR SERVICE

- SWOT ANALYSIS USEFUL TOOL
- SOME KEY ITEMS:
 - MARKET RESEARCH
 - PRICING-COSTING
 - TECHNICAL REQUIREMENTS
 - FINANCIAL REQUIREMENT
 - OTHER VARIABLES



E-BUSINESS EXPORT INDUSTRY-PHILIPPINES

- DEREGULATION – LIBERALIZATION OF TELLECOMMUNICATIONS INDUSTRY
- FROM NARROW TO WIDER PERSPECTIVE OF INTEGRATION OF PROCESSES
- GOVERNMENT – PRIVATE SECTOR PARTNERSHIP
- HIGH FEMALE ADULT LITERACY, INTERNET USERS, TERTIARY STUDENTS



MARKET NICHE-E-SERVICES

- CONSULTANCY SERVICES
- SOFTWARE DEVELOPMENT
- IT PROFESSIONAL SERVICES
- SOFTWARE PRODUCTS



INGREDIENTS OF A BUSINESS PLAN

FOUR CRITIEVE QUESTIONS/FACTORS

- THE PEOPLE
- THE OPPORTUNITY
- THE CONTEXT
- RISKS AND REWARDS



SOME OTHER THOUGHTS

- THOUGHT AND PLANNING BEFORE ACTION IS THE KEY TO ACCOMPLISHMENT
- IF YOU DO NOT KNOW WHERE YOU ARE GOING, BE PREPARED TO GET LOST.



THANK YOU
AND
MABUHAY!

