SEN GLOBAL VENTURES CEYLON (PVT) LTD • EXIM YODHAYO PROGRAM

8-Week International Trade & Business Development Course Curriculum

Structured Training Syllabus, Practical Modules & Global Market Readiness Framework

01 Program Overview

The **EXIM Yodhayo Program** is a structured 8-week training and international business development curriculum designed to equip aspiring exporters, entrepreneurs, and trade professionals with the practical capabilities needed to establish and scale an overseas commercial presence. Through guided weekly modules, participants build mastery across business foundation, brand positioning, digital transformation, international marketing, import-export operations, buyer engagement, pricing strategy, logistics, and sustainable global expansion.



End-to-End Global Export & Supply Chain Architecture



Business Foundation, Digital Presence & Market Execution

02 Program Objectives & Core Deliverables

- Business registration consultation and import-export structural awareness for international operations.
- Professional overseas company formation and cohesive international brand identity development.
- Corporate identity direction, logo standards, and essential commercial marketing collateral.
- Website architecture and digital platform development strategy tailored for global buyers.
- Professional business setup across Facebook, Instagram, and LinkedIn for B2B and B2C outreach.

- Applied training in branding, international marketing, export costing, pricing structures, logistics, and buyer approach.
- International buyer identification, distributor outreach frameworks, and practical negotiation simulations.
- Customer Relationship Management (CRM) systems, commercial business agreements, and Incoterms compliance.
- 12-month strategic business growth and market diversification roadmap for global markets.

03 8-Week Course Content & Training Modules

Each week integrates structured theoretical instruction, hands-on business development exercises, and a measurable commercial deliverable.

Week & Module Topic	Core Course Topics & Practical Activities	Expected Learning Outcome
WEEK 01 **Business Foundation, Branding & Product Knowledge**	• Business registration and import-export structure consultation • In-depth product knowledge: Pure Tea, True Cinnamon, and Coconut value-added products • Defining unique value proposition, brand vision, mission, and market positioning	**Professional business foundation and clear international brand direction**
WEEK 02 **Digital Presence & Social Media Strategy**	• Setup of Facebook, Instagram, and LinkedIn corporate profiles • Branding guidelines, logo standards, business cards, email signatures, and product leaflets • Content calendar planning, brand storytelling, hashtag strategy, and organic growth • Website UI/UX essentials and Search Engine Optimization (SEO) fundamentals	**Strong digital footprint and consistent international content roadmap**
WEEK 03 **Target Market Analysis & Product Selection**	• Consumer behavior trends and competitive market landscape evaluation • Food & Beverage (F&B), wellness, and retail consumption data review • Competitor benchmarking, price-point mapping, and initial product selection	**Validated initial market-entry product line and competitive positioning**
WEEK 04 **Export Pricing, Margins & Scaling Models**	• Comprehensive production, international freight, and distribution cost breakdown • Structuring wholesale, retail, and e-commerce margin tiers • Competitive pricing strategies, bulk order incentives, premium packaging, and trade promotions	**Profitable, market-competitive pricing and scalable commercial model**

Week & Module Topic	Core Course Topics & Practical Activities	Expected Learning Outcome
WEEK 05 **International Logistics, Transport & Warehousing**	• End-to-end origin-to-destination international shipping and freight overview • Warehousing standards, dry-goods handling, customs clearance, and inventory management • Evaluating B2B bulk freight and B2C direct distribution channels	**Complete operational understanding of cross-border product flow and logistics**
WEEK 06 **Business Negotiation & Order Realisation**	• Understanding international buyer motivations and key negotiation leverage points • Role-play simulations for wholesaler, retail buyer, and distributor negotiations • Structured trade inquiry follow-up and converting leads into confirmed purchase orders	**High buyer-approach confidence and practical deal-closing proficiency**
WEEK 07 **CRM, Commercial Agreements & Incoterms**	• Long-term B2B client relationship retention and account growth • Implementing Customer Relationship Management (CRM) and lead-tracking workflows • Drafting commercial agreements and mastering FOB, CIF, DDP, EXW, and related Incoterms	**Structured client management system and repeat-order readiness**
WEEK 08 **Business Expansion & Growth Strategy**	• Channel expansion across supermarkets, e-commerce platforms, specialty boutiques, restaurants, and bakeries • Leveraging international trade fairs, business networking events, and strategic partnerships • Formulating a 12-month growth roadmap, product diversification, and innovative distribution models	**Actionable 12-month expansion blueprint for regional and global markets**

04 8-Week Curriculum Progression Roadmap

Timeline	Primary Competency & Business Focus	Curriculum Milestone
Week 1	Business Foundation, Branding & Product Knowledge	● 1/8 Foundation Set
Week 2	Digital Presence & Social Media Ecosystem	●● 2/8 Brand Live
Week 3	Target Market Analysis & Product Selection	●●● 3/8 Product Selected
Week 4	Export Pricing, Margins & Scaling Architecture	●●●● 4/8 Pricing Ready
Week 5	International Logistics, Transport & Warehousing	●●●●● 5/8 Supply Chain Mapped

Timeline	Primary Competency & Business Focus	Curriculum Milestone
Week 6	Business Negotiation & Order Realisation	●●●●●● 6/8 Sales Execution
Week 7	CRM, Commercial Agreements & Incoterms	●●●●●●● 7/8 Trade Compliance
Week 8	Business Expansion & Long-Term Growth Strategy	●●●●●●●● 8/8 Market Expansion

05 Participant Engagement & Completion Outcomes

Participant Preparation: To maximize practical outcomes during the 8-week training schedule, participants engage actively in weekly interactive consultation sessions and provide relevant business profiles, product specifications, brand preferences, and feedback on marketing deliverables.

- Established overseas business foundation ready for international trade operations.
- Cohesive international brand identity supported by a multi-channel digital presence.
- Practical mastery of import-export operations, customs procedures, and international logistics.
- Structured capability in international buyer identification, outreach, and commercial negotiation.
- Working command of export costing, multi-tier margin pricing, and international Incoterms.
- Operational Customer Relationship Management (CRM) system for sustainable client retention.
- Comprehensive 12-month strategic roadmap for market penetration and portfolio expansion.

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