

CORPORATE STRATEGY

OUR SERVICES



MAURITIUS | UNITED KINGDOM



International Economics
Strategic Analysis For Growth & Development

OVERVIEW OF OUR SERVICES

Mapping market
access
requirements

Navigate the
numerous trade
& investment
agreements

Monitoring
progress and
evaluating
performance
impacts of
project activities



Support C-level
executives with
exposures to
new policies and
agreements

Competitive
assessment and
benchmarking
exercises

Supply chain
optimisation and
metrics

CORPORATE STRATEGY

*“We use the latest technology,
models and tools to help our clients
formulate the trade and investment
strategy that is right for them.”*

*Neetish Hurry
Director of Analytics and Cognitive Computing
IEC Ltd*

www.tradeeconomics.com

CORPORATE STRATEGY

We facilitate strategy discussions by providing technical and business technology insights, developing dashboards of key performance measurements.

Our team has developed a strategic framework built on comprehensive, reliable, and up-to-date big data optimisation systems and which leverages our in-house international expertise in all areas of business internationalisation.

“We provide Boards and Directors the insights they need to navigate the ever-evolving trade landscape, ensuring that they adapt and are able to respond to the challenges their company faces.”

Paul Baker

Founder and CEO, IEC Ltd

Mapping of Market Access Opportunities



Identification and prioritisation of markets

Using large big data platforms to build systems selecting countries providing the biggest potential for services and products by analysing factors such as, demand analysis and trends, tariff preferences, non-tariff measures, trade agreements in place, trade and logistics corridors, outlook and forecasts, computation of risk factors and trade-offs.



Market Requirements

Explore in detail what a country's rules are for the importation of the selected goods, such as Conformity Assessments and Standards, Customs Compliance, and Rules of Origin.



Market Entry Strategy

In-depth analysis of the sector's structure, importer, distribution and retail network, identify the country's internal demand, price structure, competitors, and propose a marketing strategy.

E-commerce



Mapping the opportunities for e-commerce

Identifying the strengths of online trading platforms, gaps and strengths in the legal framework, payment systems, infrastructure, packaging and standards gaps, logistics and trade facilitation framework to take advantage of online tools for sales. Full diagnostic of the e-commerce sector, mapping out the enterprises' strengths as well as the institutional eco-system enabling it.



Developing a proof of sales concept

Provide enterprises with hands-on guidance and advice on the design of the platform, security considerations, driving relevant traffic, strategy for converting visits to sales, developing a story for customer identification to the product, preparing a business plan, including financial forecasting and sensitivity analysis.



Customer focus and quality driven

Proposals for novel ways of providing customised services, tracking the feedback and experience of customers in their purchasing patterns, and propose strategies for eliminating high churn rates.



Extend customer loyalty and retention

Proposals for novel ways to engage and interact with buyers, and extend the scope and benefits of loyalty programmes with a focus on customer retention.

INTERNATIONAL BUSINESS STRATEGY



Building a Strategy Map

Focus on the execution of the new market entry strategies, working with C-level suites and operations-level staff to shape the key performance indicators and strategy map.



Detailed financial forecasting, resource planning and risk management

Monetise, carry out sensitivity analysis, and prepare detailed resource scheduling, as well as standard performance dashboards to track the implementation process and financial ratio performance. Corporate leadership and change management strategy, where necessary. Develop analytics, risk matrices, and use proprietary cognitive computing insights to update these on an ongoing basis.

Supply Chain Management



Mapping of sourcing opportunities

Mapping countries in terms of tariff barriers, improvements in customs efficiency, increased integration on transport networks, and lower transport costs.



Optimising the supply chain

Dynamic thinking, combined with trade-off analysis using the INCOSE Decision Management Process using both deterministic and probabilistic techniques (as employed in complex systems engineering projects by NASA and MIT, amongst others).



International procurement and outsourcing strategy

Due diligence assessments of suppliers, and working through trade-offs before defining the strategy for transforming the firm's supply chain into a leaner, more efficient network.



Building resilience and growth

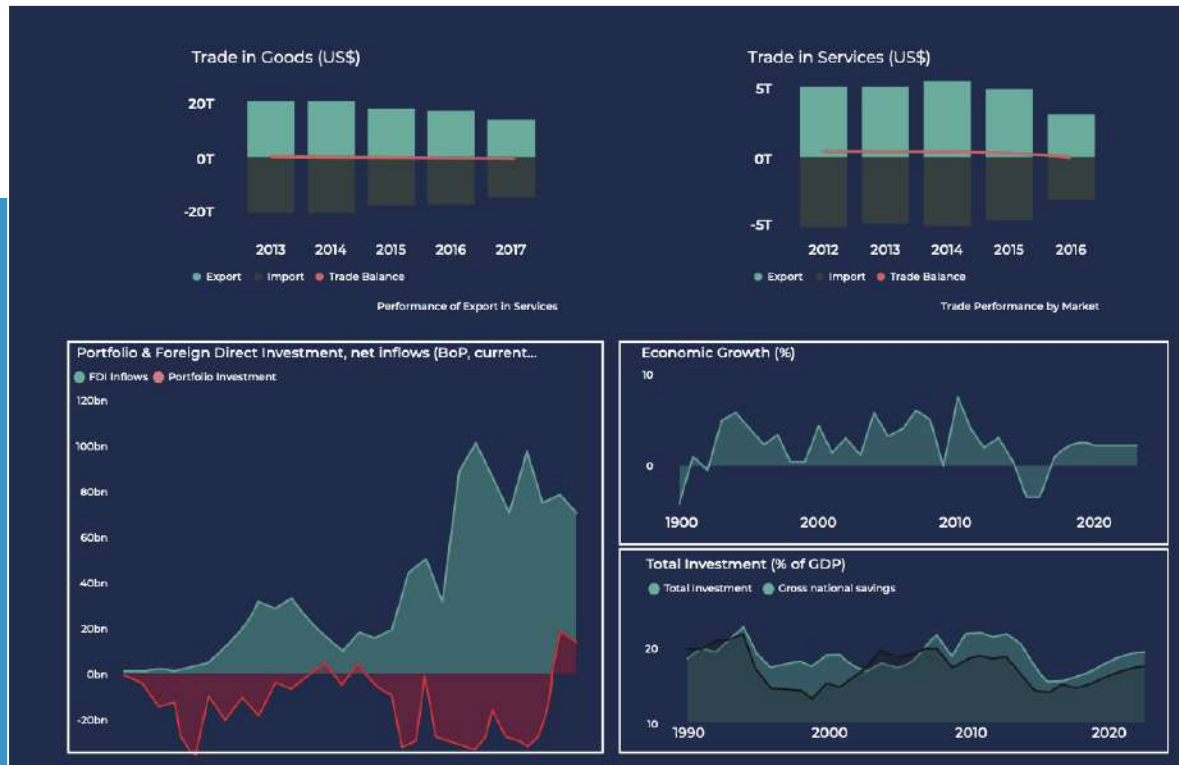
Introduce real-time and historical event data on disruptions to your supply chain (using weather data, political events, policy uncertainty risks, etc.).

DATA-DRIVEN INTELLIGENCE SOLUTIONS

TRADE INSIGHTS

EXPAND YOUR BUSINESS WITH THE POWER OF TRADE INTELLIGENCE

International Economics developed Trade Insights Dashboards, a tool designed to share and distribute the company's data work with the general public, making it accessible to all operators from civil society and the public and private sectors.



Analyse trends and gather insights



Use big data analytics to better identify risks and optimise your value chain



Build and execute the rights strategy with our international trade experts

REGISTER ON:

<https://www.tradeeconomics.com/trade-insights/>

DATA-DRIVEN INTELLIGENCE SOLUTIONS

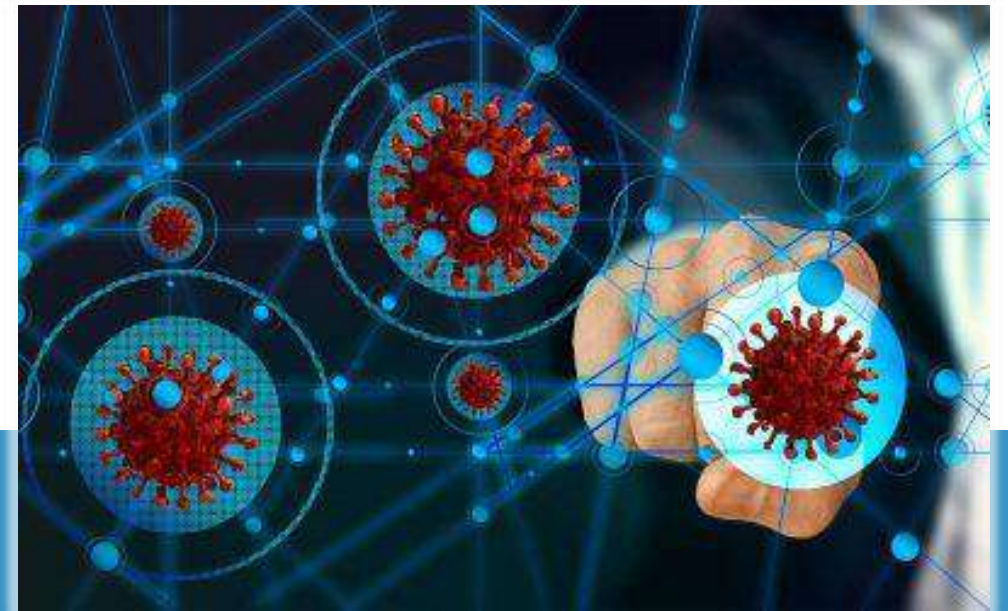
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Sharing knowledge on the economic impact of the Coronavirus on international trade, by pulling in the latest news and analysis, and sharing our expert advice.

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Business Impact & Latest Insights | Live Dashboards | Research Platform | Regional Responses





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“We have successfully implemented more than 90 projects in over 75 countries, bringing meaningful change and value-addition to all involved.”

Kerry O’Donoghue

Director of Consultancy Services, IEC Ltd