

# MARKET DEVELOPMENT PLAN

## M.I IMPORTERS EXPORTERS

From a cosmetic and perfume trader in 1980, **M. I. Importers Exporters** has entirely changed its business direction to become a snacks and tidbit trader since 1985. Currently, the main activity of the firm is supplying conventional tidbits such as muruku, fish crackers, tapioca chips, banana chips etc, which are rich in flavor and competitive against all western snacks.

Realizing the opportunities to further expand the business, the owner - **Mr. Mohamed Iqbal Maricar**, sensed a need to execute a proper plan in the market development area. Hence, he deliberately chose **SSA Management Consultants Pte Ltd** to assist him in formulating a sensible and feasible market development plan.

When SSA Management Consultants Pte Ltd was approached, M. I. Importers Exporters was **a sole proprietorship** and managed as a one-man-operation. However, SSA identified that the endurance of the owner and the prospect of the business will turn this firm into one of the successful big players in halal tidbits industry in the near future.

Upon the completion of the report and during this 4-month implementation period, the following achievements have been made:

1. The firm is now converted from a sole proprietorship to a private limited company, MI Importers Exporters Pte Ltd in order to efficiently and effectively manage the overall performance of the business
2. The company has invited some potential investors to venture into this business. M. I. Importers Exporters Pte Ltd has built a favourable **first impression** on **these potential investors**, and they are enthusiastic to further their negotiation process.
3. As product packaging is one of the significant factors of customers' awareness, **the packaging concept is currently being modified**. A well-designed and functional packaging is in the process of implementation.
4. To widely distribute its products throughout Singapore, M.I. Importers Exporters has **created ancillary distribution system**.
5. The overall significant improvement is presented by an increment of the bottomline. M. I. Importers Exporters has enjoyed **a 20% increase in their sales turnover**.

In summary, the owner has come to comprehend that preparing a sound market development plan clearly requires time and effort. Hence, engaging SSA Management Consultants Pte Ltd has halved the burden. Nevertheless, the market development plan has forced the owner to look at his business in the harsh light of reality and helped prove to stakeholders that his business model can be successful.

