

What is the GMMSO?

The GMMSO is a research and strategic planning management tool designed to help your company enter or expand its presence into foreign markets.

The GMMSO, consisting of three dynamic modules, will enable you to systematically:

- Conduct a company situation analysis in a global context.
- Identify the country with highest market potential for your company and select the most effective entry mode strategy.
- Develop the business or marketing plan resources, case studies

Who should use it?

- 📖 Instructors teaching
 - International business
 - International management courses
 - International/Global Marketing
 - Global Business Strategy/Policy
- 📖 Business managers seeking high potential markets.
- 📖 Government trade specialists.
- 📖 Trade consultants and practitioners.

GMMS 4

Global Marketing Management System Online

MODULE 1:

Understanding the company's Strategic Position

MODULE 2

The Search for Global Markets

MODULE 3

The Entry Strategy and Business Plan or Marketing Plan

Instructors

Visit www.gmmso4.com for a free Trial

Background

The GMMSO is based on the Global Marketing Management System (GMMS) book previously published by Pearson Education, Inc. It's the result of 30 years of international marketing management research, teaching and testing the system in the classroom. Many instructors and students from universities around the world have used the software in international business and management courses. Company executives, international business practitioners and consultants have been involved in the development of this software and have effectively used the system

What are the benefits?

- Real time teaching/learning tool for the individual user or group
- Minimum Instructor preparation time
- Interactive and engaging
- Bridge the gap between theory and the real world of business
- Enhance international business understanding
- Enhance research and critical thinking skills
- Support with user guides, web-based resources, case studies
- Instructor FREE trial and FREE with adoption
- Cost effective

The GMMSO4 software will help you answer these questions.

- What is the present status of your company?
- Are there global market opportunities for your products?
- Where are your high potential markets located?
- What market should your company enter first?
- What is the best entry strategy?
- What is the most effective international business plan?

Web based global solutions that work for your business.

Janavaras & Associates International, INC. (JAI), established in 1990, provides business solutions through interactive online software systems



DR. BASIL JANAVARAS

President/CEO of JAI, Inc., a global marketing management training and consulting firm (www.janavaras.com) and a professor of International Business at Minnesota State University, Mankato (MSU).

He is author of the Global Marketing Management System (www.gmmso4.com) and Export Import Management System Online (www.eimso.com) software package.

Dr. Janavaras spend 17 years assisting companies and academic institutions expand into global markets and established their presence and success abroad. He helped company managers develop a global orientation toward international business, and integrate global dimensions into their strategic plans.

He has lectured on international management and marketing topics worldwide from Taiwan, Greece, UK, to Russia.

JAI builds interactive online software systems for educational and business use, as well as government agencies. They are designed to assist in development of global marketing management plans, strategies and operations. They are intuitive and user friendly – it's easy generate reports, update plans and more!

Powerful business solutions for your business needs

EXPORT IMPORT MANAGEMENT SYSTEM ONLINE (EIMSO2)



Conducts a company situation analysis, identifies and selects best markets or supply sources, determines a company's readiness to export or import, develops export-import strategies and prepares all the necessary documents

Visit <http://www.eimso2.com/>

GLOBAL MARKET POTENTIAL SYSTEM ONLINE (GMPSO2)



The GMPSO is an online strategic planning management tool to help you identify worldwide business opportunities

Visit <http://www.gmpso2.com/>



WHY USE JAI ONLINE SOLUTIONS

- User friendly (need basic computer skills only; detailed instructions are provided to guide you in completing the process).
- Interactive and integrative (you can do it independently or as a member of a team).
- Practical (hands-on).
- Resourceful and innovative (up-to-date web sites and targeted resources are included for each phase).
- Multidimensional (it can be used for global, regional and individual country markets).



WE'VE WORKED WITH A DIVERSE CUSTOMER BASE. HOW CAN WE HELP YOU?



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