

# decoding: *Luxury*



How to internationalise your Luxury brand

Workshop Prospectus 2022

**The Indian Luxury market is growing rapidly and is finding new domestic consumers for the emerging luxury brands that are created by Indian entrepreneurs.**

Having a strong home market is essential before brands should start to think about expanding overseas, as it gives you a platform from which to promote your brand to find growth. However, once you have secured your home market of India you will want to find new growth opportunities and these will most likely come from taking your brand overseas to big western markets such as UK, Europe, and North America.

Whilst the benefits of doing this are obvious there are many pitfalls, risks, and challenges that you need to be aware of if you are to have the best possible chance of success. Overseas expansion is costly and requires time to develop market entry plans, much of which may require local intelligence and partners, so you need to know the questions to ask and the things to look for in local partners. Are your products right? Is your brand strong enough?

In this workshop you will learn:

- Know when it's the right time to go international
- How to identify suitable overseas markets
- Assessing and adapting your products for local preferences
- Developing local market entry plans
- Selecting the right partners

Whether you are a business owner wanting to explore the potential for growth overseas, an ambitious brand manager wanting to demonstrate international opportunities to your employer, or an entrepreneur who is thinking ahead, this workshop will help you avoid costly mistakes and make sure you are prepared financially and structurally to achieve the growth you want.

#### **This course includes:**

- Expert tutor-guided online learning
- 3 hour group workshop format
- Break-out team working sessions
- Group discussions
- A workbook
- End of workshop Certificate

*From an operational perspective, exports challenge companies to design, develop, manufacture and supply products to discerning customers in global markets*

*Baba Kalyani*

#### **Designed to suit your needs**

The Workshop format has been developed to provide a Foundation level of knowledge about the different ways to introduce international expansion to your business strategy::

- A group discussion approach that develops a community of like-minded people
- Expert tutors and specialists in international business growth to guide your learning
- Workbooks and checklists to use during and after the workshop
- Evening sessions to fit in with your other commitments or studies

#### **Who is this for:**

- Businesses and brand managers wishing to expand into new overseas markets
- Entrepreneurs wanting to plan ahead for future growth beyond India

**Online  
course**

**3 hours**

## Our Values & Manifesto

### Respect • Equality of opportunity • Inclusivity • Ambition • Sustainability

We believe that...

1. Everyone should have the opportunity to achieve their ambitions if they are prepared to work hard, create exceptional quality, be patient, and take care of the world around them.
2. No one should be denied their dream or excluded from opportunities because of a lack of education, money, or confidence.
3. Cultural or gender bias, regional location and family background should not be used to hold an individual back if they want to achieve more for themselves and their families.
4. The power of the Community to help others achieve their life goals is a lifeforce. Sharing a lifetime of knowledge and skills is our way of contributing to the global community.
5. There is a need to 'democratise knowledge of the luxury market' helping craftsmen and producers to shift from being the 'server' to becoming the 'owner'. Our primary goal is to open up opportunities for entrepreneurs in communities across India to create luxury brands and build their own sustainable businesses.
6. The future of Luxury can only lie in sustainable manufacturing and ethical working practices. That's why we use the UN's 17 Sustainable Development Goals as a guide for our teaching.

## Technical Requirements

In order to take this course you will need:

- A Current email account
- Access to a computer and the internet
- Video supported internet access
- Access to Zoom software for online workshop and breakout group work



HELEN COOPER

School of Luxury

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Whilst every effort has been made to provide sufficient information for course students to acquire the specific skills required, the Helen Cooper School of Luxury cannot guarantee success. As with many things in life, success comes with hard work, determination, and a great concept – none of which are under our direct control.

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