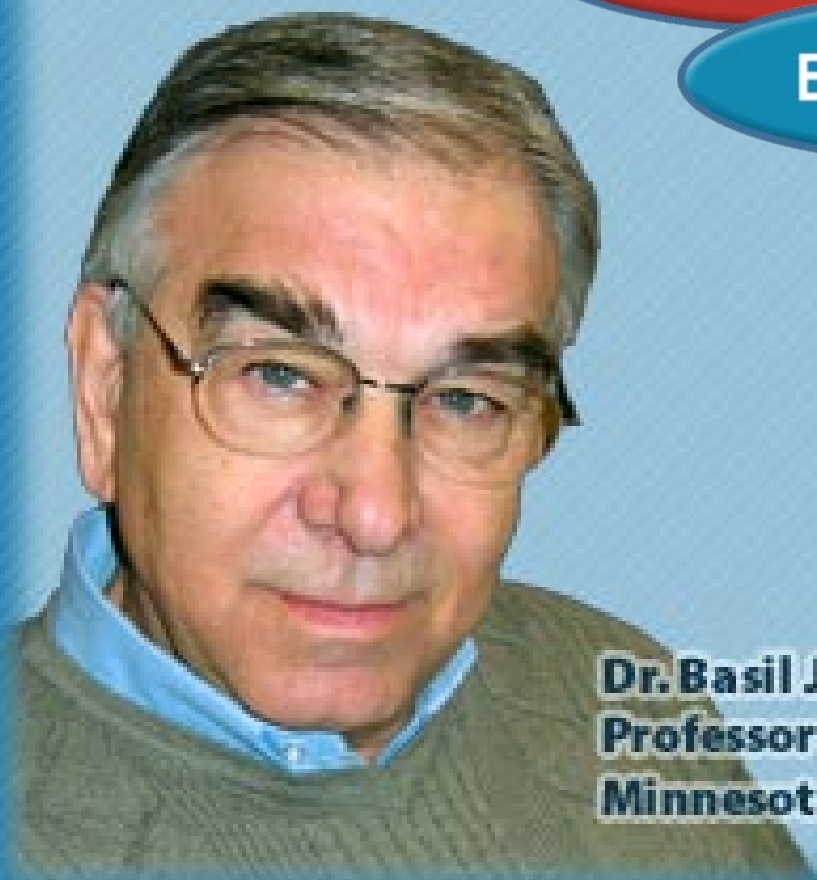
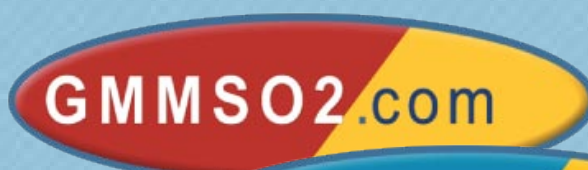




# Janavaras & Associates International

**Powerful Web-Based Global Business Tools**



**Dr. Basil J. Janavaras**  
**Professor of International Business**  
**Minnesota State University, Mankato**

# Features and Benefits

## About JAI

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Janavaras & Associates International, Inc. (JAI), established in 1990, provides business solutions through interactive online software systems at [www.janavaras.com](http://www.janavaras.com).

## The software will help you answer these questions:

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- What is the present status of your company?
- Are there global market opportunities for your products?
- Who are your global competitors?
- 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?

## Who should use JAI business tools?

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- Non-exporting companies interested in identifying global market opportunities
- International companies considering global expansion
- Trade specialists and consultants
- Business faculty and students

## Benefits of JAI Software

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- Save time and reduce costs
- Improve your company's competitive advantage
- Continuously update key information on your international operations
- Develop and update global, regional, and country market profits for your products
- Monitor your international activities and those of your competitors
- Develop and modify your global business plan

# Product Specifications

Click on a logo below to visit the product website:



**Global Marketing Management System Online** will enable you to develop global marketing management strategies by:

- Conducting a company situation analysis
- Identifying global market opportunities
- Selecting the best market for your products/services
- Determining best entry strategy
- Developing global marketing plan



**Export-Import Management System Online** will enable you to develop export strategies by:

- Conducting a company situation analysis
- Identifying and selecting the best export market
- Determining your company's readiness to export
- Developing export strategies
- Preparing all necessary documents



**Global Market Potential** will enable you to identify worldwide business opportunities by:

- Conducting a company situation analysis
- Identifying high potential markets
- Selecting the best market

# Business Testimonials

“The Global Marketing Management System Online (GMMSO) has assisted me in gathering complete information regarding the following on an international level: marketing, competition, economic indicators, business issues and sensitivities. I have used the GMMSO for both my undergraduate degree at Minnesota State University, Mankato and for my MBA at the University of St. Thomas (Minneapolis). I am utilizing the GMMSO for my business, International Strategies, which assists companies and organizations with their international needs.”

**Kimberly Bennett**  
President  
International Strategies

“As a repeat user of the Global Marketing Management System, I recommend this product to anyone who is contemplating their strategic moves into international markets. The GMMSO is well structured and provides the framework for developing a comprehensive plan for market development initiatives. The GMMSO also encompasses supporting narrative and electronic tools that guide the novice, as well as the seasoned international marketer, through the analysis required to build upon the market planning framework it provides. I have worked in the field of marketing, both domestic and international, for 15 years. The need for sound market fact finding and the analysis of that data have been critical to the successful execution of every market plan I have executed — the GMMSO, in its various stages of evolution, has been a tool that I have used successfully throughout the years.”

**Annette Panning**  
Worldwide Product Marketing &  
Distribution Development Manager  
Graco, Inc.

# Academic Users

The online software packages developed by Professor Janavaras are designed to help students conduct a company situation analysis, identify global market opportunities, select best foreign markets, and develop a strategic international business plan. Register as an instructor at [www.janavaras.com/trial.html](http://www.janavaras.com/trial.html). An access code will be sent to you upon verification.

## JAI's Software Advantages

- Minimum preparation time
- Real-time interactive business tools
- User-friendly
- Cost-effective
- Students register online
- Instructor's manual
- FREE with adoption
- Two months FREE trial

"I would highly recommend this program for anyone teaching MBAs international marketing. My students stated in the course evaluations that the most beneficial aspect of the class was the GMMSO assignment. GMMSO lets the students personalize their learning experience by selecting the product/service and regions of the world they are interested in."

**Dr. Barbara Wooldridge**  
Tampa University

"GMMSO gives my students a logical, step by step approach to international expansion, with recommendations that have been invaluable to businesses in our global business practicum."

**Dr. Joseph McGill**  
Kean University

"The GMMSO is a very useful tool for any educator teaching international marketing or marketing strategy."

**Dr. David Shani**  
MBA Program Director, Kean University

"I was very pleased with EIMSO. I think it is an excellent way to organize lots of information. The feedback from the students was very good."

**Dr. Nancy Rauseo**  
Florida International University



**JAI Inc. Can Help You**  
**Contact Us Today!**

**Janavaras & Associates International, Inc.**

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**Phone: 507-387-5228**

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Basil J. Janavaras is the founder, president and CEO of Janavaras & Associates International, Inc. (JAI), and Professor of International Business, Department of Marketing and International Business at Minnesota State University, Mankato, MN, USA. He has lectured in the U.S. and abroad, including the former Soviet Union, Austria, Canada, Greece, Hungary, Poland, Taiwan and other Asian countries. He has assisted several public institutions and small and mid-sized companies with their efforts to internationalize. He is the author of the Global Marketing Management System book (previously published by Pearson Education, Inc.) and numerous international business articles.