



How to Take Your Local Idea into the Global World

“Never underestimate the power of thought; it is the greatest path to discovery.”

- Idowu Koyenikan

Throughout history, the greatest achievements of mankind started with a single idea. An idea, now matter how simple, can change even the most complex of systems. People, today, seem to dismiss their ideas too easily; however, some ideas are truly worth exploring.

In the world of entrepreneurship, ideas are like raw diamonds. You have to cut it and refine it to see its true brilliance. You wouldn't know its real value and potential until you take it and process it.

Did you know that you might have come across a great idea without even realizing it? From your perspective, your idea looked like any other ordinary rock; so you didn't give it any further thought and threw it away. We all know that initial appearances can be deceiving, but few of us know that it can also apply to raw ideas.

Ideas, like unrefined diamonds, need to be polished. The VGC Group has been the go-to specialist for small to medium-sized businesses to make their ideas shine and become highly profitable.

If you are reading this eBook, most likely, you already have an idea for your business. Whether you are a current or aspiring business owner, your business idea should be explored further to uncover its maximum potential.

YOUR BUSINESS IDEA

What is your business idea all about? Generally, business ideas fall into two major categories:

PRODUCT

SERVICE

Regardless of what your business offers, your **target audience** should be well-defined. Any product or service, no matter how seemingly good it is, if it does not appeal to any audience, it will not be profitable.

Here are a few reasons:

- **Usability**

(ex. A great new product whose technology behind it may be advanced, but it is not a necessary purchase for consumers)

- **Pricing**

(ex. Product/Service may appeal to consumers, but the cost is too high)

- **Accessibility**

(ex. Product/Service may appeal to consumers, but is not available in their location)

Your business idea should cater to a specific target audience, and all your efforts should be aligned with it. While it is easy to make general assumptions on which audience your product or service will appeal to, it is recommended to do **market research** for your business.

In the past, the majority of small to medium-sized enterprises (SMEs) have target audiences that belong or dwell in the vicinity of their manufacturing or store locations. Distribution was also limited; therefore, limiting revenue and hindering further expansion.

Right now, your business' target audience may be currently limited to your town, city, state or country. But with the ultrarapid changes in technology in recent years, you no longer have to be a big company to be able to expand into other markets. Even SMEs can move towards offering their products on the global stage.

FROM LOCAL TO GLOBAL

It might seem daunting at first, but making your business global is easier now than it was ever before. Companies like The VGC Group specialize in helping people, organizations and businesses to expand globally. By providing digital tools and setting up eCommerce systems for businesses to sell local products globally, VGC has empowered SMEs in emerging markets to gain international sales and exposure.

Here are **Five (5) Ways to Shift Your Mind from Local to Global**

1. Understand that the future is digital
2. Be open to new technologies
3. Learn the value of your business' contribution to economic development in your region
4. Read success stories of SMEs selling globally
5. Take pride in the craftsmanship and creativity of your locally made products (they deserve to be known across the world!)

Once you decide on making your business global, here is a general overview of what you have to do next:

1. Do market research

Market research is an integral part of forming and running a business. According to Entrepreneur.com's Small Business Encyclopedia, Market Research is defined as:

“The process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service; research into the characteristics, spending habits, location and needs of your business's target market, the industry as a whole, and the particular competitors you face.”

In moving towards a global business, you must first identify your new target audience (international market) and which products or services to sell globally.

2. Find an eCommerce expert

Going from local to global is made possible by eCommerce. If you already have an existing website for your business, you can ask an eCommerce expert to convert your website into an eCommerce platform or create a new one entirely. The difference between an eCommerce website and a regular website is that an eCommerce website is created for you to make sales and earn revenue. It allows you to transact with an end user. Whether it's a service or product, with an eCommerce site you have the capability to earn income. This is a big part of building an online business and establishing yourself as a global entrepreneur.

3. Promote your eCommerce site

Once you get your eCommerce site up and running, it is time to promote it! The VGC Group has digital tools and strategies in promoting eCommerce websites to maximize their reach and visibility online. Some of these tools include Email Marketing, Social Media Marketing, Blogging, Paid Advertising, Events etc.

Any business person knows that expanding one's business is no walk in the park. It takes a lot of time and effort in setting up pillars and getting things right. Thankfully, there are companies that offer services that make this expansion easier and more manageable while keeping the existing business running. The VGC Group offers Business Coaching services to guide you in every step of this journey. From Global Branding to eCommerce Site Creation to Promotion, The VGC group has a global team with specialized skills to do the work for you.

Ready to learn more in-depth details on how to bring your brand to the global stage? Contact admin@thevgcgroup.com for a FREE CONSULTATION or [click here now](#).



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