

GROWING YOUR OWN BUSINESS: A WORKBOOK

EXERCISE 3.18

EXPORTING

How specific are your plans for exporting?

Are they an integral part of your business plan and strategy for the business?

Which products/services/revenue streams do you want to export?

Which countries do you want to export to and in which order of priority?

What are your target market segments within the market?

Have you done desk research on your export markets?

Have you actually visited the countries involved? (Holiday visits don't count!)

Do you have sales experience in your proposed export markets?

Do you have the language skills needed?

Have you organised your administration for foreign payments and customs/excise regulations?

Are you familiar with the regulations relating to your products/services in your export markets?

Does your product or service need adjustment? For example, for safety, environment, quality, packaging, taste, fashion, culture or language?

Is your price, after calculation of the extra costs involved in exporting, still competitive?

What are your turnover targets: per country, per market, per segment?

Do you have enough time available to build and develop the export market?

Who will be responsible for marketing and sales abroad?

Is your organisation, from telephonist to after sales, ready and prepared for export and dealing internationally?

Can your business cope with the demands of foreign markets: Delivery times, transport, quantities?

Which channels are you planning to use in your export markets?

Do you have the right promotion and instruction materials?

Are your term and conditions, contracts, quotes, etc. translated and adjusted to your export markets?

