eCourse Outline

Expanding Your Business Through Exporting

1. A basic guide to exporting for NH businesses
   a. Strategy
   b. Marketing
   c. Finance
   d. Compliance
   e. Logistics
2. Strategy
   a. Developing your strategy
   b. Develop an action plan
   c. Regulations & securities
   d. Strategic resources
   e. Tariffs & duties
3. Marketing
   a. Are you ready?
   b. Finding the right markets
   c. Additional market resources
4. Finance
   a. Financial institutions
   b. Local and foreign government resources
   c. Export insurance
   d. Term of sale
5. Compliance
   a. Steps to achieve compliance
      i. Ensure management/team buy-in
      ii. Identify your company and product
      iii. Determine licensing requirements
      iv. Perform due diligence
      v. Document, document, document!
6. **Logistics**
   a. Protecting your investment
   b. Freight forwarders
   c. Documentation