

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