eCourse Outline

Exporting 101 – Market Considerations

Course Outline

- Determining your market
  - Choosing the right market for export
  - Identify your top 5 markets
  - Considerations for the top 5 potential markets
    - Language & culture
    - Current trade relations
    - Certificates & Licenses

- Top 3 promising markets
  - Expand market analysis
  - Explore more micro market research
  - Break down your market analysis
    - Economic growth
    - Economic corruption
    - Competitive products
    - Distribution
    - Pricing
    - Cost of exporting
  - Market Indicators
    - Brand strength
    - Unique product/innovative
    - Extensive product catalog
    - Competition in the marketplace
    - Reputation
  - Brand Strength
    - Value, quality, service, innovation
    - Making a unique product
    - Ethical practices
    - Honest & integrity
  - Competition
• Domestic
• International

• Tips for Market Success
  o When considering country of choice, always consider:
    ▪ Language
    ▪ Packaging label & ingredients list
    ▪ Colors that may be offensive
    ▪ Current trade relations & relationships with US
  o Internationalize your website
  o Localization – design for a specific market or language
  o Website key factors to consider
    ▪ Website should accommodate different text lengths
    ▪ Separate images from text
    ▪ Have a robust bandwidth
    ▪ Cultural differences like colors or symbols
  o Other key factors
    ▪ Color & packaging
    ▪ International relations
    ▪ Cost of exporting
    ▪ Lead time on transit/duty & tariffs
    ▪ Proper packaging
    ▪ Licenses
    ▪ Insurance

• Harmonized System – see exporting eCourse *Expanding Your Business Through Exporting* for a detailed description of the Harmonized System
  o 10-digit code
  o Schedule B number is also a 10-digit code

• Types of insurance
  o Cargo insurance
  o Export credit insurance

• Recap
  o Narrow your market of choice
  o Find the right market for you
  o How will you approach this market?
  o How will you sell your product?
  o Are you ready to export?
  o Have you done your due diligence?