

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
 - When considering country of choice, always consider:
 - Language
 - Packaging label & ingredients list
 - Colors that may be offensive
 - Current trade relations & relationships with US
 - Internationalize your website
 - Localization – design for a specific market or language
 - 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
 - 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
 - 10-digit code
 - Schedule B number is also a 10-digit code
- Types of insurance
 - Cargo insurance
 - Export credit insurance
- Recap
 - Narrow your market of choice
 - Find the right market for you
 - How will you approach this market?
 - How will you sell your product?
 - Are you ready to export?
 - Have you done your due diligence?