

Step 1 – Let’s Get Started

- How Exporting Benefits YOU
- Are You “Export Ready?”
- Are Your Products Marketable Outside the U.S.?
- Exporting Requires Commitment
- Exporting Requires Financial Investment
- Direct & Indirect Exporting
- Role Government Agencies Play
- Where To Get Help



The Benefits of Exporting

- 95% of the world's consumers live outside of the U.S. So, if you're only selling domestically, you're only reaching a small share of potential customers.
- Companies that export are better able to weather changes in the domestic economy.
- Exporting helps small companies grow and become more competitive in all their markets.
- The U.S. has free trade agreements with Australia, Chile, Singapore, South Korea, Jordan, Israel, Canada, Mexico, and Central America, and more are coming.
- Exporting creates jobs. About 1 of every 5 factory jobs—20% of all jobs in the U.S. manufacturing sector—depend on exports.
- Small and medium-sized companies account for almost 97% of U.S. exporters.

Is Your Company "Export Ready?"

Rate your export readiness in each of the following areas. Give yourself a "1" for each low rating, a "2" for each medium rating and a "3" for each high rating.

Question	Yes	No
Does your company have a proven "track record" in the U.S. market?		
Have you been contacted by international customers that are interested in your products/services?		
Is senior management committed to developing export markets & willing & able to dedicate staff, time & resources?		
Does your company have the financial resources to actively support the marketing of your products in global markets?		
Does your company have, or is it preparing, an international marketing plan?		

Question	Yes	No
Have you identified unique features and benefits of your products/services that will enable you to market them effectively outside the U.S.?		
Do you have high-quality promotional and marketing materials? If not, can they be created in-house or outsourced?		
Does your company have the production capacity and/or the flexibility to expand production to satisfy export orders in a timely manner?		
Have you identified specific global markets and researched the requirements to export to those countries?		
Can your products/services be modified to accommodate global market requirements, if necessary?		
Is your company committed to providing the same level of service that domestic customers receive?		
Does your company know how to modify product packaging and ingredients to meet foreign import regulations and cultural preferences? If not, can these skills be acquired or outsourced?		
Is your company familiar with global shipping requirements, such as identifying and selecting international freight forwarders and freight costing? If not, can these skills be acquired or outsourced?		
Does your company have adequate knowledge of various export payment methods? If not, can these skills be acquired or outsourced?		
Total		

Export Readiness Assessment

Overall Score	
Strengths	
Weaknesses	
Are there any areas of extreme weakness?	
Do you have the ability to correct them?	

SWOT Analysis

- Does your product have appeal for multiple countries or is its appeal country specific?
- If you offer services, for what products are they available?

Describe your product or service



Use the table below to assess your strength and weaknesses in each of the global markets you plan to target.

Strengths	Weaknesses
Opportunities	Threats

Export Investment Analysis

Initial Investment Costs

X	Description	Cost
	Website Updates (<i>translations, currency conversions, modified products/services</i>)	
	Promotional Materials	
	Export Market Development (<i>in-house time or outsourcing costs</i>)	
	Product Modifications	

X	Description	Cost
	Market Research	
	Trade Shows	
	Consultants	
	Legal	
	Travel	
	Training	
	Licensing Fees	
	Testing Fees	

Management Team

X	Function	Name
	Export Team Lead	
	Market Research Manager	
	Sale Manager	
	Logistics Manager	
	Compliance Manager	
	Accounting Manager	

How Will You Export

Direct Export		Indirect Export	
Pros	Cons	Pros	Cons
Options		Options	

Resources

- 1-800-USA-TRADE
- U.S. Census Analysis Branch - 1-800-549-0595
- US Export Assistance Center – www.export.gov
- U.S. Commercial Service - www.trade.gov/cs/
- World Trade Center - www.wtc.com
Holmvall, Leif, "Export & Import: Winning in the Global Marketplace"
Small Business Development Center (SBDC) –
www.cochise.edu/sbdc/