

Are You Export Ready?

The thought of exporting can be daunting for small and medium sized companies. However, there are many advantages. Aside from the potential revenue growth, exporting expands and diversifies markets and increases a company's competitiveness, exporting often results in growth of production capabilities and the creation of jobs. Exporting also leads to improvements in products and services as the demand for high quality, innovative products increase.

As I'm sure you know, expanding into export is a big step. Therefore, before your company decides to take the leap, I have provided several considerations below that you should take into account to assess whether you're export ready.

1. **Do you have an export marketing plan and a budget that supports travel, promotion, marketing and sales transactions?**
2. **Is there a steady supply of raw materials and a work force to manufacture those products, modifying current product forms if necessary?**
3. **Is a supply chain in place to handle increased capacity including onsite and offsite warehousing and logistics?**
4. **Is your company prepared to deal with the necessary documentation, export licensing and labeling requirements?**
5. **Have you researched international markets and focused on finding buyers through trade missions, trade shows and webinars to establish networking and perform market intelligence?**
6. **How is your company going to finance export transactions? Has your company done research on insuring receivables internationally?**
7. **Is your company familiar with international logistics both by air and by sea? Has your company developed a relationship with a freight forwarder to assist in export logistics and documentation?**
8. **Does your company have a web presence that could be developed for global markets and an international sales platform?**
9. **Is your company currently using ecommerce and digital marketing?**
10. **Do you have staff trained in international sales and marketing?**

If you can answer these questions, then you are on your way to opening up huge sales and marketing opportunities, while establishing meaningful relationships with international buyers and distributors.

However, if you were challenged in answering these questions, Blue Lobster Consulting can provide the experience and expertise to not only answer all of these questions, but provide a full export plan to help you accomplish your export goals.