



S MASSIE
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EXPORT COMPLIANCE & TRAINING

Creating an Export Plan

Tips

- **Keep it simple**
- **Make a flexible management tool, not a static document**
- **A detailed plan is recommended for companies that intend to export directly**

Basic Steps

- **Identify the product or service to be exported and check its export potential**
- **Conduct market research on the countries of interest**
- **Decide on a pricing strategy for the product or service**
- **Define a strategy to find buyers**
- **Plan out needed resources and projected timeline**

A solid export plan is the first step to international business success!

Creating an Export Plan Checklist



PRODUCT

Evaluate:

- Export Potential
- Product Design Adjustments
- Required Registrations & Licensing
- Classification Requirements
- Right to Sell
- IP Protection

MARKET ENTRY

- Customer Profile
- Entry Options
- Marketing
- Assistance Needs

COMPLIANCE

- Product Jurisdiction
- Product Classification
- Is an Export License Required?
- Documentation
- Penalties
- Export Compliance Program

SPECIAL CHALLENGES

- Competition
- Cultural Differences
- Import and Export Controls

MARKET CHOICE

- Similar Markets
- Compare to Competition
- Export statistics for similar products
- Big trade shows, who attends?
- Economic, Political and Language Considerations

FINANCIAL

- Currency Risk
- IP Protections & Product Registrations
- Resources
- Insurance
- Pricing Strategy
- Ways to get Paid



Creating an Export Plan Checklist



MANAGEMENT

- Support
- Dedicated Resources
- Realistic Expectations

PERSONNEL

- Dedicated Personnel
- In-house International Expertise
- Senior Management Involvement
- Organizational Structure
- Follow Through

PRODUCTION CAPACITY

- Present Capacity Usage
- Effects of Export Orders on Domestic Sales
- Cost of Additional Production
- Fluctuations in Annual Workload
- Minimum Order Quantities
- Design and Packaging Export Products

IMPLEMENTATION & TIMELINE

- Steps
- Each Element
- Evaluation

EDUCATION & ASSISTANCE

- Webinars
- Freight Forwarders
- Export Consultants
- Agencies, such as:
 - State Department of Commerce
 - US Commercial Services
 - Small Business Development Centers
 - Women's Business Center

EVALUATION

- Schedule Future Evaluation
- Plan for Modification

