

EXPORT DEVELOPMENT STAGES

Build Export Capacity	Develop Export Markets	Make Sales & Get Paid	Deliver the Goods
Improve Competitiveness	Identify Best Markets	Close the Deal	Regulatory Compliance
Situation analysis/SWOT	Market research/analysis <ul style="list-style-type: none"> • Select target markets • Assess target markets <ul style="list-style-type: none"> - Competition - Market segments - Market conditions/barriers 	Respond to inquiries	U.S regulatory compliance
Solidify fundamentals <ul style="list-style-type: none"> • Production processes • Business practices • Operating capital 		Quote prices-INCOTERMS	Foreign regulatory compliance
		Negotiate sales terms	
Develop Export Readiness	Develop Entry Strategies	Finance Sales Get Paid	Documentary Compliance
Export readiness assessment	Market strategy planning <ul style="list-style-type: none"> • Distribution, pricing, and promotion • Adaptation/localization • Implementation/action plan • Resource/budget plan 	Payment methods/services <ul style="list-style-type: none"> • Pre-export financing • Transaction financing • Export credit insurance • Factors and Forfeitors 	U.S. documentary compliance
Enhance company readiness <ul style="list-style-type: none"> • Export counseling • Export training & education 			Foreign documentary compliance
Get & Use Help	Implement Strategy	Payment Sources <ul style="list-style-type: none"> • Commercial Banks • Export-Import Bank • Factors and Forfeitors 	Transport the Goods
Trade assistance network <ul style="list-style-type: none"> • State export assistance centers • USDOC/USEACs & Embassies • County/city export centers • Chambers/Assoc./WTCs 	Find Partners <ul style="list-style-type: none"> • Trade leads • Int'l partner searches • Screen/select partners 		Manage the supply chain
Trade assistance resources <ul style="list-style-type: none"> • Partner programs/services • Partner client databases • Internet trade sites 	Promote export sales <ul style="list-style-type: none"> • Broadcast promotion • Targeted promotion • Market promotion financing 		Prepare goods for delivery
			Book cargo/ship the goods