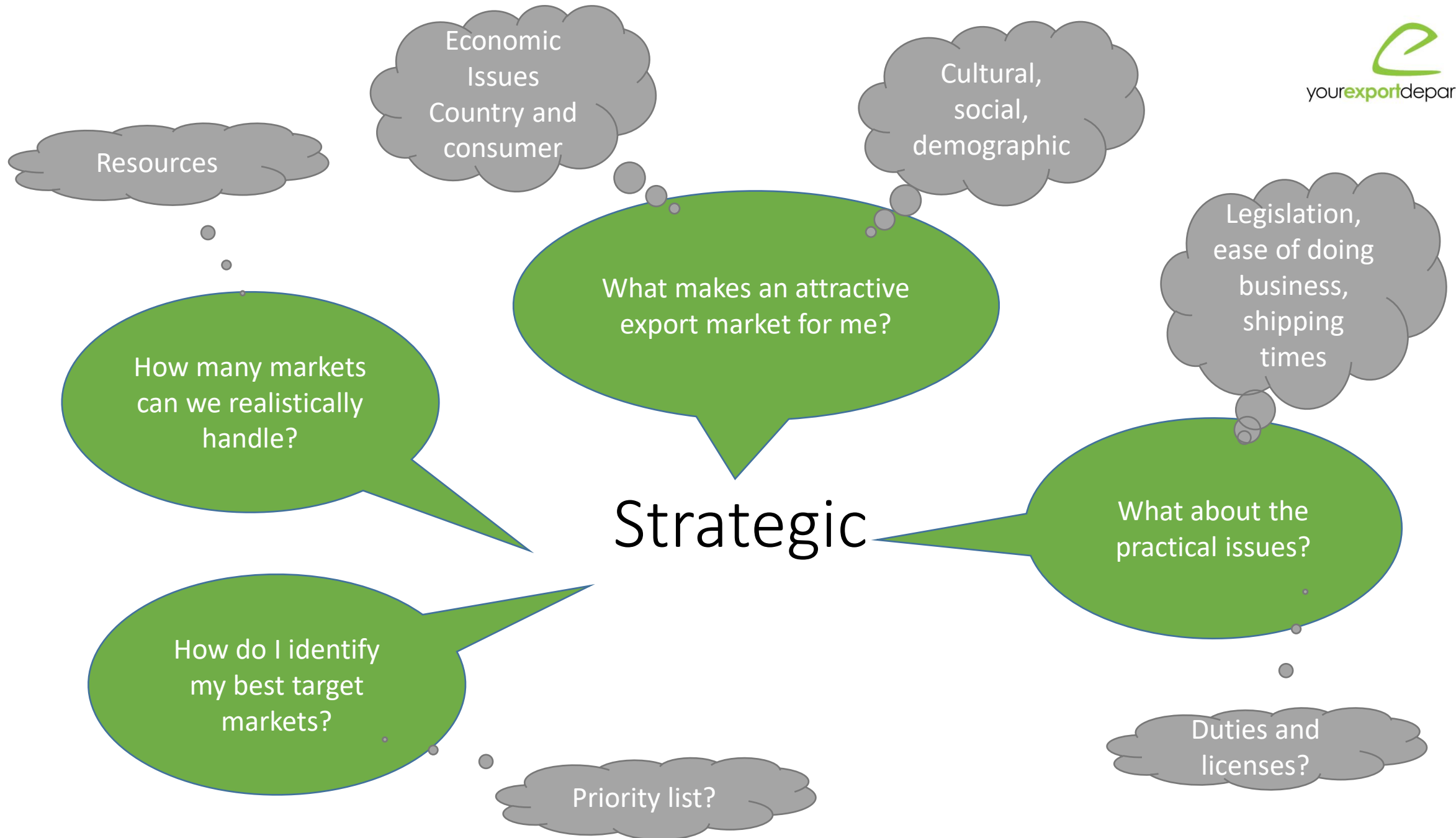
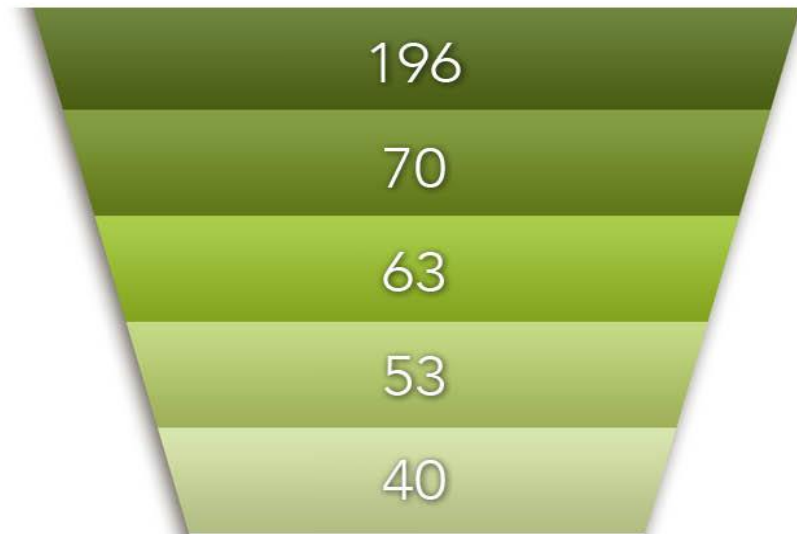


# Reviewing your export strategy

- Strategic
- Tactical
- Operational



# Gateway System - Example



And then closer comparisons to get to the Top 5 and prioritise

Direct, Distributors,  
Agents, Franchise

What's our optimal route to market?

What resources do we have internally?

# Tactical

Impact internally vs outsourcing

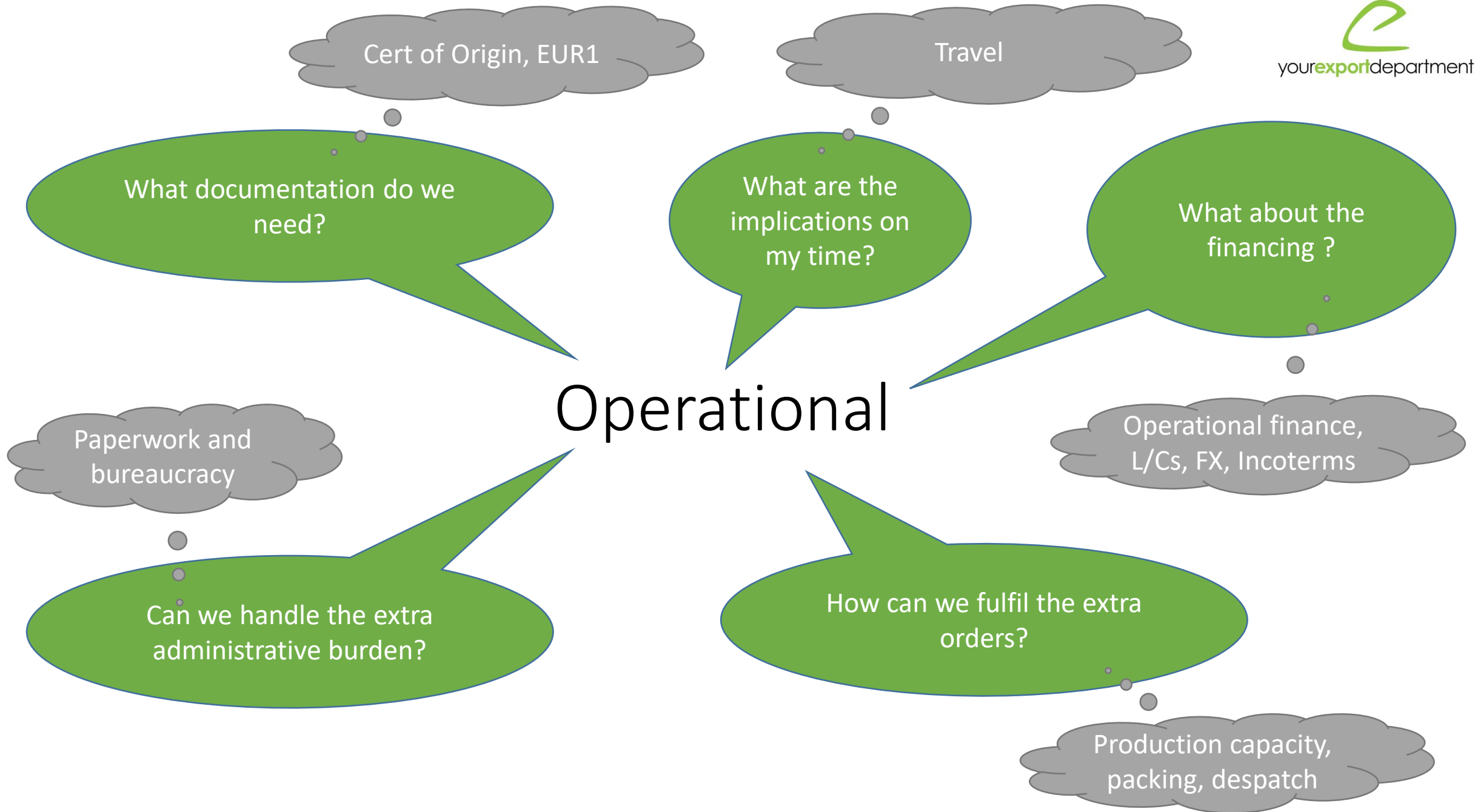
Suitability

What trade fairs should we visit or exhibit at?

What does my ideal overseas partner look like? How do I find them?

How to manage and develop them

Language, time and cultural barriers



# Operational

Cert of Origin, EUR1

Travel

What documentation do we need?

What are the implications on my time?

What about the financing ?

Paperwork and bureaucracy

Operational finance, L/Cs, FX, Incoterms

Can we handle the extra administrative burden?

How can we fulfil the extra orders?

Production capacity, packing, despatch

# Parting Words

Be positive and proactive

Keep your strategy specific to your company

To book an Export Strategy Meeting

call: 07853 107499

Email: [jim@yourexporthdepartment.co.uk](mailto:jim@yourexporthdepartment.co.uk)