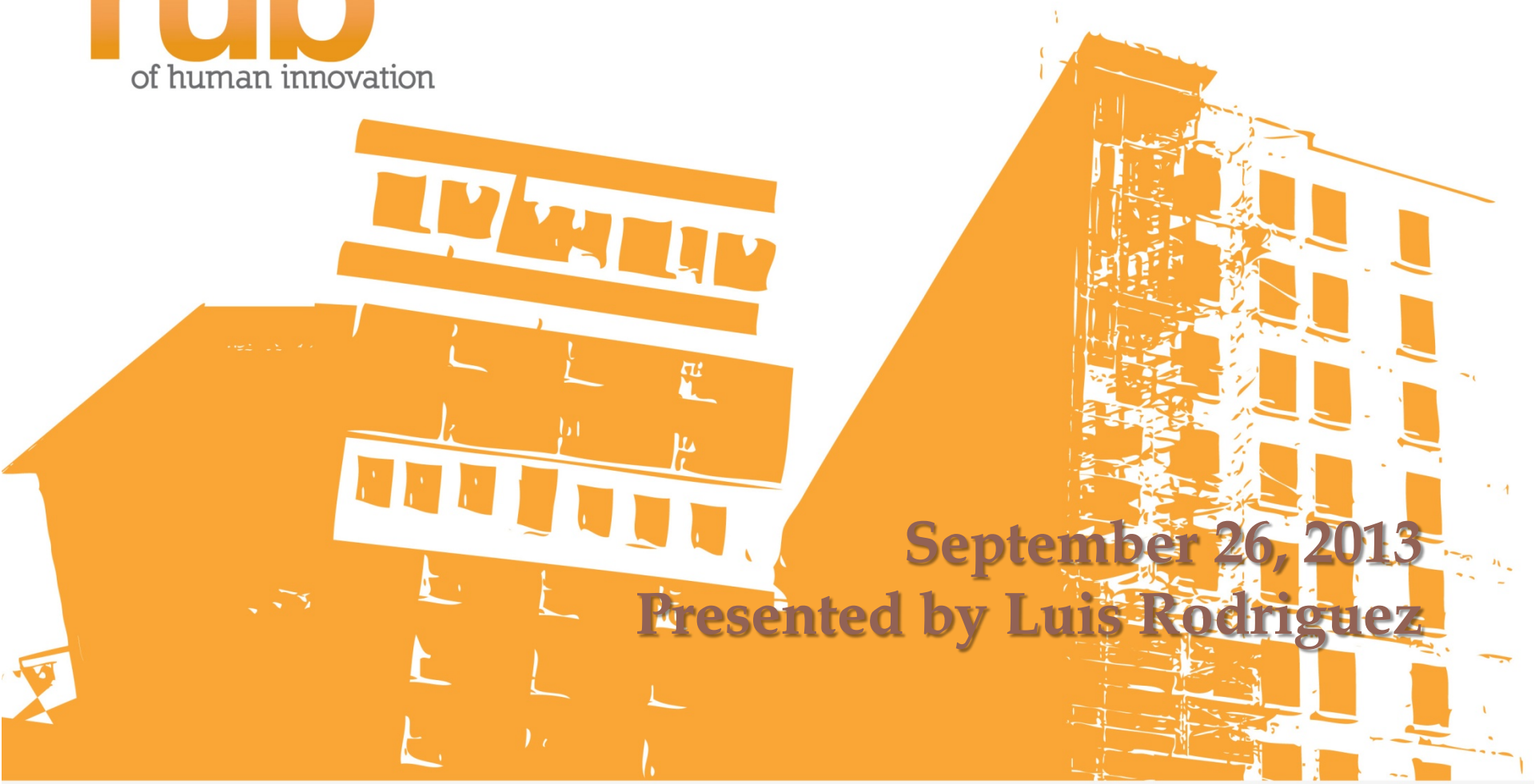


Export Workshop

the
hub
of human innovation



September 26, 2013

Presented by Luis Rodriguez

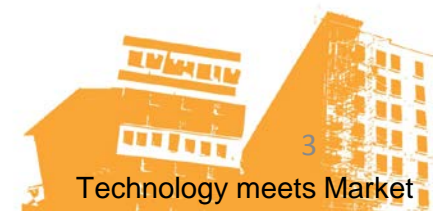
WHY EXPORT?

GROWTH!



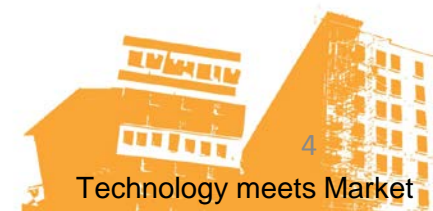
EXPORT BENEFITS

- ✓ Increase sales and profits
- ✓ Smooth your business cycles
- ✓ Reduce dependence on existing markets
- ✓ Use production capabilities fully
- ✓ Defend your domestic market
- ✓ Enhance domestic competitiveness
- ✓ Increase your competitiveness in all markets
- ✓ Gain global market share



Your business may be required to:

- ✓ Use short-term profits to achieve long-term gains
- ✓ Hire staff to launch the export expansion
- ✓ Modify your product or packaging
- ✓ Develop new promotional material
- ✓ Incur added administrative costs
- ✓ Dedicate personnel for traveling
- ✓ Wait longer for payments
- ✓ Apply for additional financing



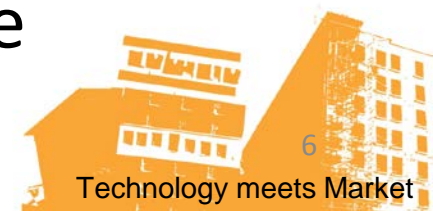
MYTHS

- ✓ Exporting is too risky
- ✓ Exporting is only for large companies
- ✓ It's difficult to get financing for exporting
- ✓ Exporting is too complicated
- ✓ I don't need to export; my domestic market is strong
- ✓ My product or service probably won't sell outside
- ✓ Only experienced exporters should accept payment in foreign currencies



FREE TRADE AGREEMENTS

- ✓ Australia
- ✓ Bahrain
- ✓ Canada
- ✓ Chile
- ✓ Colombia
- ✓ Costa Rica
- ✓ Dominican Republic
- ✓ El Salvador
- ✓ Guatemala
- ✓ Honduras
- ✓ Israel
- ✓ Jordan
- ✓ Korea
- ✓ Mexico
- ✓ Morocco
- ✓ Nicaragua
- ✓ Oman
- ✓ Panama
- ✓ Peru
- ✓ Singapore



EXPORT STRATEGY

- ✓ Determining your products' export potential
- ✓ Assessing your company's export readiness
 - What does your company want to gain from exporting?
 - Is exporting consistent with other company goals?
 - Long-term expansion
 - Management commitment
 - Funding support



EXPORT PLAN

1. Which products are selected for export development?
2. Which countries are targeted for sales development?
3. In each country, what is the basic customer profile, and what marketing and distribution channels should be used to reach customers?
4. What special challenges pertain to each market and what strategy will be used to address them?
5. How will your product's export sales price be determined?
6. What specific operational steps must be taken and when?
7. What will be the time frame for implementing each element of the plan?
8. What personnel and company resources will be dedicated to exporting?
9. What will be the cost in time and money for each element?
10. How will results be evaluated and used to modify the plan?



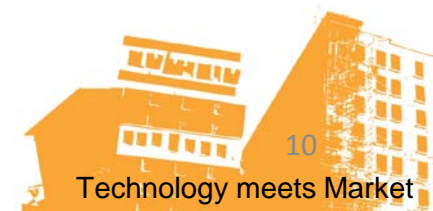
MARKETING PLAN

- ✓ Written plans readily display strengths and weaknesses
- ✓ Written plans are not easily forgotten
- ✓ Easier to communicate to others and are less likely to be misunderstood
- ✓ Allocate responsibilities and provide for an evaluation of results
- ✓ Give management personnel a clear understanding of what will be required of them and help ensure a commitment to exporting



MARKET RESEARCH

- ✓ Which countries are currently buying products similar to yours and the size of the potential market
- ✓ Who your competitors are
- ✓ The specific standards your products must meet in markets
- ✓ Whether your products have to be modified, such as labeling and packaging
- ✓ Pricing strategies
- ✓ Optimal distribution channels
- ✓ Duties, taxes, and other costs or restrictions



EXPORT ASSISTANCE

Department of Commerce

El Paso Export Assistance Center

9570 Panamerican

El Paso, Texas 79928

Phone: 915-929-6971

U.S. Small Business Administration

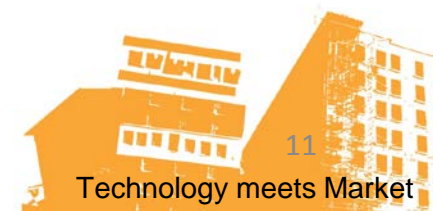
Texas Export Assistance Center

4300 Amon Carter, Blvd., Suite 114

Fort Worth, Texas 76155

Tel: 817-684-5506

Foreign Trade Zone FTZ68



APPROACHES TO EXPORTING

- ✓ Passively filling orders from domestic buyers, who then export the product
- ✓ Seeking out domestic buyers who represent foreign end users or customers
- ✓ Exporting indirectly through intermediaries
- ✓ Exporting directly



DISTRIBUTION

- ✓ Which channels of distribution should your company use to market its products abroad?
- ✓ Where should your company produce its products, and how should it distribute them in the foreign market?
- ✓ What types of representatives, brokers, wholesalers, dealers, distributors, or end-use customers should you use?
- ✓ What are the characteristics and capabilities of the available intermediaries?



PREPARING YOUR PRODUCT

- ✓ What products should your company offer abroad?
- ✓ Should your company modify its domestic-market product for sale abroad? Should it develop a new product for the foreign market?
- ✓ What specific features, such as design, color, size, packaging, brand, labels, and warranty, should your product have? How important is language or cultural differences?
- ✓ What specific services are necessary abroad at the presale and post sale stages? Warranties? Spare parts?
- ✓ Is your firm's service and repair facility adequate?



RESOURCES

- ✓ [Explore Exporting](#) Information on government programs that offer training, counseling, and financial assistance to small businesses
- ✓ [Begin exporting](#) A beginner's overview
- ✓ [Financing small businesses](#) Loan programs
- ✓ [World factbook](#) Library from Central Intelligence Agency
- ✓ [Doing Business](#) World bank Data
- ✓ [Explore Exporting](#) Export-Import Bank of the United States
- ✓ [Trade Events](#) Search for trade events

