

Step 3 – GO! - Proceed with Exportation

Once you've established a robust foundation and grasp of the target market dynamics, it's time to delve into the operational, marketing, sales, legal, shipment, and payment aspects of preparing comprehensively for exporting:

Operations

- Develop a clear protocol for handling incoming orders.
- Evaluate your supply capacity and assess the ability to scale up quickly to fulfill large orders.

Marketing

- Craft a comprehensive market plan tailored to the export market.
- Determine the approach for advertising and promotion, considering international audiences.
- Prepare product, facility, and technical brochures, and be ready to translate them if necessary.
- Consider participation in international trade shows to enhance visibility.

Sales

- Decide whether sales will be direct or indirect.
- Explore engaging an Export Management Company (EMC)¹ for indirect sales.
- Consider using foreign representatives, agents, or distributors for direct sales.
- Prepare for international negotiations and define payment terms and pricing strategies.
- Establish a system for handling inquiries pre- and post-sale.

Legal

- Seek legal counsel familiar with the target market's regulatory landscape.
- Explore avenues for protecting intellectual property rights, including copyrights, trademarks, and patents.

Shipment

- Determine the mode of transportation—air, sea, mail, or delivery service.
 - Consider consolidation or containerization for sea transport.
 - Ensure seamless coordination with freight forwarders and timely delivery to the carrier.
 - Verify that the buyer has received all relevant documentation and that the goods have cleared customs in the target market.

Payment

- Ensure all necessary documents, such as letters of credit, are in place with your bank.
- Facilitate the transfer of relevant documentation to the client's bank.

¹ An EMC functions in foreign markets just as a sales representative or exclusive wholesaler functions for a manufacturer in the U.S. market. An EMC usually has a formal agreement with manufacturers (whom the EMC often calls the "principal" or the "factory") to "manage" their exports. Sometimes EMCs will represent all a manufacturer's product line, but not always. The EMC generally receives exclusive rights to sell in all foreign markets, but, again, not always. EMCs should not be confused with Export Trading Companies (ETC's) - organizations that specialize in procurement on behalf of foreign clients. An ETC has no "loyalty" to one manufacturer. They are seeking the best terms for their clients.

- Confirm the receipt of funds in your account before finalizing transactions.

By meticulously addressing these considerations, you lay a solid groundwork for a successful foray into exporting, mitigating risks, and maximizing opportunities for growth and expansion.