



# Stage Two -

## for Companies which are Prepared Exporters

### **Current Status of Company: you have . . .**

- A management team committed to export development and a corporate business plan that targets export sales revenues
- Human resources and time have been allocated to the development of export markets
- Niche markets are being determined

### **Key Steps to Take**

- Select and research a few (less than five) target markets:
  - access information in Canada about markets and market niches
  - adapt your product or service to meet the characteristics and identified needs of your target markets
- Make some decisions about exporting:
  - choose optimal market entry strategy: direct export, licensing, or joint venture with foreign producer/deliverer
  - establish pricing policy
  - determine the financing options or payment mechanism you can offer potential clients
  - identify professional services you may require, such as:
    - accounting and law firms
    - freight forwarder
    - customs broker
- Initiate contact with Trade Commissioner in Canada and target market(s):
  - provide full information about your company, your product or service and objectives in the market
  - confirm market information you have obtained in Canada
  - ask for an assessment of the market potential for your product or service
- Visit the market, e.g. attend business shows, and test elements of your market development strategy:
  - translate company information, including business cards and promotional material into local language to take with you
  - meet with potential clients and identify their needs
  - locate potential associates such as agents, distributors or after-sales service providers and interview them
  - gather new information
  - develop options to set up sales and distribution channels

