

Are you ready?

What makes an export-ready business? Simply put, the business has a marketable product or service as well as the capacity, resources and management commitment to compete on a global scale. The trick is to figure out whether this is true of your company – and if it isn't, how to make it happen.

Your first step is to think about the resources and knowledge your business already has. To begin, consider:

Your expectations – do you have:

- clear and achievable export objectives;
- a realistic idea of what exporting entails;
- an openness to new ways of doing business; and
- an understanding of what is required to succeed in the international marketplace?

Human resources – do you have:

- the capacity to handle the extra demand associated with exporting;
- a senior management committed to exporting;
- efficient ways of responding quickly to customer inquiries;
- personnel with culturally-sensitive marketing skills; and
- ways of dealing with language barriers?

Financial and legal resources – can you:

- obtain enough capital or lines of credit to produce the product or service;
- find ways to reduce the financial risks of international trade;
- find people to advise you on the legal and tax implications of exporting;
- deal effectively with different monetary systems; and
- ensure protection of your intellectual property?

Competitiveness – do you have:

- the resources to do market research on the exportability of your product or service;
- proven, sophisticated market-entry methods; and
- a product or service that is potentially viable in your target market?

Finding help

TCI, its members and partners are your best source for information about exporting. These resources are described in detail in TCI's *RoadMap to Exporting*. Call 1 888 811-1119 to obtain your free copy, or download a copy from exportsource.ca/roadmap.

EXPORT MYTH

I'm too small to be an exporter

No, you're not! To succeed in international markets, you don't have to be a big-name firm with lavish resources and an entire department devoted to exporting. More than 30,000 Canadian small and medium-sized companies are currently exporting. Each of those companies accounts for anywhere from \$30,000 to \$5 million in exported goods and services each year.