

**Product modifications.** Although many countries will demand products similar to those sold in North American markets, other countries may require products to be modified to meet their needs. These modifications may involve products and/or packaging.

**Longer collection periods.** Exporters should not expect to be paid as quickly for the goods exported as they would be for a domestic sale. The movement of goods from the factory to the final destination takes time, while import requirements in the receiving country may require 60 to 90 days to process the documents and authorize payment for such goods.

**Giving the market time.** Time is needed for breaking into a new and unfamiliar market. Problems will arise and constant attention will be needed to achieve success.

**Lack of knowledge.** New exporters may be unfamiliar with the customers, language, cultural differences, local standards, tariffs, currency exchange controls, packaging and labelling requirements, payment terms, collection of accounts, etc.