



Stage One -

for Companies which are Potential Exporters

Current Status of Company: you have . . .

- Limited previous export experience
- Product or service that is unique and/or competitive in your target market
- Capacity (financial and human resources) to handle the extra demand associated with exporting
- Production or service capacity ready to meet increased demand

Key Steps to Take

- Test your export "preparedness" through on-line services
- Zoom in on the most promising foreign niche markets
- Be sensitive to and start adapting to conditions in new markets such as:
 - competitive environment
 - pricing issues
 - product or service adaptation requirements
 - characteristics of potential new clients
 - distribution considerations
 - after-sales service requirements
- Identify or retain an export "Champion" within the company
- Learn about the market from experienced companies and professional business advisors (accountants, lawyers, etc.)
- Plan for the financial resources you will need
- Discuss your business plan with an advisor, either from a government business development office or a private sector exporting consultant
- Join an association with an active export focus

