

SUMMARY — THE EXPORT PROCESS

TEN STEPS TO YOUR EXPORT SUCCESS¹

Step 1. Evaluate your Export Potential

- Evaluate both your firm's organizational readiness and its product-readiness for international markets in the following areas:
 - financial resources
 - commitment to exporting
 - possible competitive advantages abroad

Step 2. Select and Research Target Foreign Markets

- Concentrate efforts on one or two specific markets that offer the best potential.
 - use an initial screening to identify a few promising markets
 - consider product potential, tariffs and non-tariff barriers, such as local standards and regulations
 - examine local distribution options
 - get information about the size of the markets for the product, who supplies them and key competitors
 - find out about significant cultural features and local business practices
 - select the market on which to focus

Step 3. Master the Terminology of Exporting

- Become familiar with the principal trade expressions and terms relevant to these key areas of exporting
 - transportation modes and options
 - labelling requirements
 - packing and marking
 - documentation
 - insurance
 - methods of payment

¹ This template is extracted from the *Report on Small Business in Canada*, 1992, published by Industry, Science and Technology Canada.