

Step 8. Get Your Product or Service to Market

- An international freight forwarder can provide valuable assistance in getting the goods to foreign customers. Shipping goods to foreign destinations involves the following basic steps:
 - selecting a mode of transport
 - preparing documentation
 - packing and marking
 - arranging for shipping
 - arranging for receipt of the shipment at the destination

Step 9. Implement Your Export Plan

- Having drawn up the export plan, you can move to implementation. For the novice exporter, making modest initial sales is the best way to proceed, since this allows you to become familiar with the export process while limiting the risks. The following initial steps can lead to a successful export effort:
 - engage a freight forwarder
 - develop a trail run
 - conclude the first deal

Step 10. Review and Revise Your Strategy

- Successful companies learn from their mistakes. Miscalculations, surprises and unanticipated problems are inevitable in any new business venture. The key is to be flexible and able to adapt so as to respond quickly to what you learn. The following are some of the most frequently-made mistakes:
 - lack of necessary information on the target market
 - failure to modify the product or service
 - unsuitable partners
 - promotional material that is less than effective
 - pricing strategy that was not well accepted
 - difficulties with shipping or documentation
 - distribution channels that were not effective
 - inadequate financing