



# SBDC International Trade Advising

Export Training for Economic  
Development Officials

**CLIMB** Center for  
Advancement  
Continuous Learning for Individuals, Management & Business



We're all about  
your future.



# Export Readiness Assessment

Highlights characteristics common to successful exporters so small businesses can identify which areas to strengthen for export success

- Domestic sales doing well
- International marketing plan developed
- Production capacity available to fill export orders
- Financial resources available to support export activities
- Management commitment to exporting
- International customer service
- Product localization/modification/adaptation
- Knowledge of international shipping, methods of payment



# The Four International Trade Domains

“The Global Entrepreneur” by Jim Foley  
Certified Global Business Professional, NASBITE

- Global Management
- Global Marketing
- Supply Chain Management
- Trade Finance



# Sample Outline for an Export Plan

## *Table of Contents*

**Executive Summary** (one or two pages maximum)

**Introduction:** Why This Company Should Export

## **Part I**

Export Policy Commitment Statement

## **Part II**

Situation/Background Analysis

- Product or Service
- Operations
- Personnel and Export Organization
- Resources of the Firm
- Industry Structure, Competition, and Demand



# Sample Outline for an Export Plan cont'd.

## Part III

### Marketing Component

- Identifying, Evaluating, and Selecting Target Markets
- Product Selection and Pricing
- Distribution Methods
- Terms and Conditions
- Internal Organization and Procedures
- Sales Goals: Profit and Loss Forecasts

## Part IV

### Tactics: Action Steps

- Primary Target Countries
- Secondary Target Countries
- Indirect Marketing Efforts



# Sample Outline for an Export Plan cont'd.

## Part V

### Export Budget

- Pro Forma Financial Statements

## Part VI

### Implementation Schedule

- Follow-up
- Periodic Operational and Management Review  
(Measuring Results Against Plan)

## Addenda

### Background Data on Target Countries and Market

- Basic Market Statistics: Historical and Projected
- Background Facts
- Competitive Environment



# Accidental Exporters

- Localization- product, language, access
- Website optimization
- Financing tools- competitive, safe, productive



## Contact Us:

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Register for SBDC Advising at [www.bizcenter.org](http://www.bizcenter.org)



# Our Partners

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# Oregon Small Business Development Center Network

## HELP ME GO GLOBAL

([HTTP://WWW.BIZCENTER.ORG/GO-GLOBAL/HOW-CAN-WE-HELP](http://www.bizcenter.org/go-global/how-can-we-help))

Our job is to help you explore and enter global markets for exporting and/or importing goods and services. The Oregon Small Business Development Center Network has resources to help you connect to and conduct business around the world.

We have been providing international trade education programs and one-to-one business advising on international trade for more than 20 years. Our experienced, professionally-certified staff can provide comprehensive services and resources to assist businesses in all aspects of international trade:

- We provide one-to-one advising to businesses that are entering or expanding in the global marketplace.
- We offer short-term, targeted training, workshops, and classes on a variety of international trade topics.
- We offer access for Oregon businesses to local, state, national and international public and private-sector resources for global trade.



# Oregon Small Business Development Center Network

## SERVICES FOR GLOBAL TRADE

([HTTP://WWW.BIZCENTER.ORG/GO-GLOBAL/OUR-SERVICES-GLOBAL](http://www.bizcenter.org/go-global/our-services-global))

We can provide a range of services to Oregon businesses that are active or planning to enter the global marketplace.

**Advising** - Advisors who are Certified Global Business Professionals (CGBP) provide in-depth, one-to-one advising to Oregon businesses on global management, global marketing, supply chain management, trade finance and export planning. Our advising services are confidential, no cost and available by appointment.

**Specialized Training Programs** - The Small Business Development Center at Portland Community College has international trade programs that offer training on a variety of topics including: global business management, trade finance, international logistics, international marketing, and legal and cultural issues.

**Other Resources for Global Trade** - Get connected to international trade resources to help answer questions, resolve problems and explore opportunities. We have a list of other organizations that can help your business go global.