SBDC International Trade Advising

Export Training for Economic Development Officials
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
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Oregon Small Business Development Center Network

HELP ME GO GLOBAL
(HTTPS://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.
SERVICES FOR GLOBAL TRADE

(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.