

# EXPORTER'S CHECK LIST

1	<ul style="list-style-type: none"><li>You should start export if you answered “yes” to at least 1 of the three questions below:<ul style="list-style-type: none"><li>You feel cramped in your home market?</li><li>You want to promote your new product and you assume there will be demand for it?</li><li>There is an economic recession in your home country and you need to somehow expand the target audience?</li></ul></li></ul>
2	<ul style="list-style-type: none"><li>Check if your company is ready to export: it should be “yes” on all points:<ul style="list-style-type: none"><li>Availability of an English-language website.</li><li>An employee in charge of export who speaks English.</li><li>Sufficient production capacity.</li><li>Availability of resources (money and personnel).</li></ul></li></ul>
3	<ul style="list-style-type: none"><li>Define your new target market or markets using <a href="https://www.trademap.org/">https://www.trademap.org/</a>.</li></ul>
4	<ul style="list-style-type: none"><li>Do marketing research of target market.</li></ul>
5	<ul style="list-style-type: none"><li>Make a decision to enter this market or find another target market.</li></ul>
6	<ul style="list-style-type: none"><li>Choose a “enter-the-market” strategy:<ul style="list-style-type: none"><li>Direct export (you do everything yourself);</li><li>Indirect export (through an agent, through a distributor, merger with a local company);</li><li>Locate production in the target market.</li></ul></li></ul>
7	<ul style="list-style-type: none"><li>Study the cultural and religious differences of the target market, and local business etiquette.</li></ul>
8	<ul style="list-style-type: none"><li>Study the legal framework and standards, or find a reliable lawyer and accountant (preferably local) but speaking language you could understand without translation, with a solid reputation and extensive experience.</li></ul>
9	<ul style="list-style-type: none"><li>Certify your products to the standards of the country where you plan to export.</li></ul>
10	<ul style="list-style-type: none"><li>Patent your brand in this country.</li></ul>
11	<ul style="list-style-type: none"><li>Launch a website and social media in the language of the country where you plan to export.</li></ul>
12	<ul style="list-style-type: none"><li>Write your texts competently, using the services of professional copywriters - native speakers.</li></ul>