

INTERNATIONAL TRADE SERVICES

HELPING YOUR BUSINESS TO TRADE OVERSEAS

Export plan guidelines





Greater Manchester Chamber of Commerce Chamber of the Year 2017/18



Contents



3

4

5

7

10



How to use this guide Aim of the guide and guidelines to make full use of it



Company overview *Your information and key statistics about your company*



Getting started *Reflecting upon your company's strengths and opportunities*



Planning for success	
Finding a market, assessing your capabilities, and Brexit	



Making connections Finding partners and reaching overseas customers



Financing and getting paid12Method of payment and foreign exchange



Delivery and documentation *Routes to markets, Incoterms, and export documentation*



Next steps Useful links, contacts and GMCC's services 15

13





- This guide was created to help businesses assess their international trade capabilities for export via a series of guidelines and questions.
- The different themes included in the guide (financing, marketing, market research, etc.) will help you plan a basic export strategy, whether you've never exported before or you're simply looking for a new market.
- You can use this guide as a first approach to an export strategy, which you can then use to get in touch with your local Chamber of Commerce.
- You will then be able to create an in-depth export plan and start selling your products overseas with the certainty your plan is sound.

Greater Manchester Chamber of Commerce includes an award-winning International Trade Team delivering a wide range of high quality and cost effective international trade services, aimed at supporting companies from all sizes and at different stages in their internationalisation journey, succeed in new markets. Whether your company is looking to export, import or investing overseas, our team is on hand to help.

Contact our international trade team

Email: *exportbritain@gmchamber.co.uk* Phone: 0161 393 4350 / 4355



Company overview



Contact

Contact:	
Contact.	
Job title:	
	Lj

Products/services

Sector:	
ndustry:	
Product(s)/service(s):	
IS codes for products:	

Company information

Number of employees:	
Trading for (years):	
Turnover (last 2 years):	-

International trade

Export or import experience:	
Share of turnover overse	eas:



Getting started



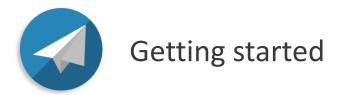
Assessing a company's export readiness is a crucial first step to undertake before looking for potential markets. By conducting a SWOT analysis for international trade, some markets will seem easier to enter and some initial ideas may appear unrealistic.

Strengths

Weaknesses

Opportunities

Threats





Products/services to prioritise

For exports, consider your range of products and/or services and think of the ones that appear to have the most potential overseas. These can be, for example, your most popular products in the domestic market.

Find the perfect market to export to

GMCC offers a **Market Identification Service**, helping businesses find the best market to export to with confidence and peace of mind.

For more information, visit our website *gmchamber.co.uk/international-trade*

Build market knowledge at GMCC events

Learn from established exporters and share your business' experience during our <u>international events</u>, and learn more about markets that might become your new export targets!

For more information, contact our International Trade team





What markets seem to be the most interesting for your products? Have you had repeated orders or queries from a specific country? In which markets do your competitors sell their product, and does it seem effective?

Are there any modifications that need to be made to your products to adapt them to your target market? If so, what modifications, and at what cost?

Learn more about international trade

GMCC offers <u>training courses</u> on a range of international trade topics such as: International Marketing, Export Documentation, Customs, Letters of Credit and many more.





In the following table, tick each box that corresponds to your company's capabilities. This will allow you to understand if weaknesses exist in your future export procedure.

Language	You can reliably translate necessary documents You can translate your website professionally You can showcase your products in your target market's language
Payment	You can quote in your target market You can collect payments in your target market You can cover the additional costs of payment collection
Legal	You can complete due diligence with ease You can deal with legal complexities
Routes to market	You can sell directly to your customers You can sell through a third party
Logistics	You can reliably ship to the targeted market Ability to package products safely
Insurance	Your insurance covers you for product liability Your insurance covers you for professional indemnity
	You know when to charge or pay VAT You can complete the relevant documentation
Marketing and communication	You understand the local culture You can tailor your marketing strategy to your target market



Planning for success



Is your business Brexit ready?

In the eventuality of the EU and the UK government not reaching an agreement regarding the UK's departure of the European Union before 29 March 2019, EU law will immediately cease to apply in the UK. Making sure your business is 'Brexit-ready' is thus paramount.

After March 2019 (or 2021 in case an agreement is reached) and the end of EU law in the UK, international supply chains could be greatly disturbed. Are there any EU-based companies in your supply chain? Are you part of the supply chain of a EU-based company?

Are any of your workforce from EU countries? If so, what can you do to support your staff applying for the EU Settlement Scheme?

You can find our 'Business Brexit Checklist' on the following link:

Make sure you're Brexit-ready with GMCC

Our International Trade Audit service can help companies assess how prepared they are for a **post-Brexit environment**. After a one-to-one meeting with one of our Associates, you will receive a comprehensive report, guidelines and advice to get ready for Brexit—with preferential rates for members.

For more information, contact our International Trade team



Making connections



Connections and partners

Building a strong network of contacts and partners is critical to ensure commercial success in your new market. Do you currently have connections that could help you enter the market?

Do you have the possibility to attend trade fairs in which you can showcase your products or services and make connections? Can you attend trade fairs in the country you're targeting?

Meet partners at international trade events

GMCC holds numerous *international trade events* throughout the year, allowing businesses to make new connections from specific markets.

GMCC can also provide you with an in-depth <u>credit check</u> and **financial report** on any overseas company to minimise risk when selling to a new buyer.





Market Entry Services

GMCC has a Global Business Network of over +600 connections here in the UK and overseas. We work with approved partners, suppliers and associates who can provide a wide range of **market entry services** ranging from identifying partners, trade visits and trade missions, event launches, overall cultural and business aspects of doing business in your selected markets, incubator services and much more.



Financing and getting paid



Which payment method will you use? Is it the same method than the one you use in your domestic market? Have you used this payment method before?

What pricing strategy will you use for your product in the target market? What pricing strategy do your competitors use in this market? Is it different from the one you use in your domestic market?

Will you be using foreign currency when receiving payments? Are you exposed to currency fluctuation in your target market?

Credit insurance and foreign exchange

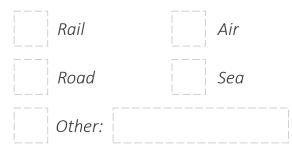
GMCC works with partners CRS for **export credit insurance** and AFEX for **foreign exchange services**; these experts can help you with international payment solutions.





Shipping and delivery methods

Consider the different shipping methods that are available to you to send your products to your target market. Which ones are you planning to use?



What are the reasons behind this choice? Is it a question of cost, speed of delivery (i.e. next-day delivery), convenience for your company, habit, etc?

If you plan on selling to another company, what Incoterms seems the most appropriate to use?

EXW (Ex Works)		CIF (Cost, Insurance and Freight)
FAS (Free Alongside Ship)		FOB (Free on Board)
DAP (Delivered at Place)		DDP (Delivery Duty Paid)
Other:		
 I don't know what Incoterms a	are	



Delivery and documentation



Documentation and insurance

What export documentation do you need (certificate of origin, export documentation, international trade contract, etc)? Do you know how to complete this documentation correctly or do you need guidance from a third party?

Do you need additional insurance to make sure the goods you export are covered? What are your liabilities and obligations?

Export documentation service with GMCC

GMCC is the leading provider of **export documentation** services in the North West, working with over 2,000 exporters a year, contributing to £1bn in the local economy.

Enjoy a 50% discount on your **<u>export shipments</u>** for your first year of exporting with our partner DHL, as part of your GMCC membership.

GMCC also works with a logistic expert who can advise you on **best routes to markets** and their costs, and A&B Insurance to help you purchase **cargo insurance** instantly and online.

For more information, visit our website

gmchamber.co.uk/international-trade



Next steps



- Greater Manchester Chamber of Commerce has all the resources you need to start exporting your products overseas.
- Whether you're a member or non-member of GM Chamber, our different services are made to support businesses in international trade, whatever their size.
- Access a Global Business Network composed of like-minded businesses, Overseas Chambers, Embassies and Approved Suppliers.
- Work with our selected partners such as AFEX (foreign exchange), CRS (export credit insurance), A&B insurance (cargo insurance) and many others, and enjoy discounts on premium services.
 - Find out more by visiting our "useful links" web page:

www.gmchamber.co.uk/international-trade/getting-started/useful-links

Contact our international trade team

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