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# INTERNATIONAL TRADE SERVICES

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HELPING YOUR BUSINESS  
TO TRADE OVERSEAS

Export plan guidelines











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





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## How to use this guide



- 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](mailto:exportbritain@gmchamber.co.uk)

Phone: 0161 393 4350 / 4355

For more information, visit our website  
[gmchamber.co.uk/international-trade](http://gmchamber.co.uk/international-trade)



# Company overview



## Contact

Contact:

Job title:

## Products/services

Sector:

Industry:

Product(s)/service(s):

HS codes for products:

## Company information

Number of employees:

Trading for (years):

Turnover (last 2 years):

## International trade

Export or import  
experience:

Share of turnover overseas:



# 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



# Getting started



## 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](http://gmchamber.co.uk/international-trade)

### Build market knowledge at GMCC events

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

For more information, contact our International Trade team



## Planning for success



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 [training courses](#) on a range of **international trade** topics such as: International Marketing, Export Documentation, Customs, Letters of Credit and many more.

For more information, visit our website  
[gmchamber.co.uk/international-trade](http://gmchamber.co.uk/international-trade)



# Planning for success



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





## 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 **credit check** and **financial report** on any overseas company to minimise risk when selling to a new buyer.



# Making connections



## 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.

For more information, visit our website  
[gmchamber.co.uk/international-trade](http://gmchamber.co.uk/international-trade)



# Delivery and documentation



## 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?

<input type="checkbox"/>	<i>Rail</i>	<input type="checkbox"/>	<i>Air</i>
<input type="checkbox"/>	<i>Road</i>	<input type="checkbox"/>	<i>Sea</i>
<input type="checkbox"/>	<i>Other:</i>	<input type="text"/>	

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?

<input type="checkbox"/>	<i>EXW (Ex Works)</i>	<input type="checkbox"/>	<i>CIF (Cost, Insurance and Freight)</i>
<input type="checkbox"/>	<i>FAS (Free Alongside Ship)</i>	<input type="checkbox"/>	<i>FOB (Free on Board)</i>
<input type="checkbox"/>	<i>DAP (Delivered at Place)</i>	<input type="checkbox"/>	<i>DDP (Delivery Duty Paid)</i>
<input type="checkbox"/>	<i>Other:</i>	<input type="text"/>	

I don't know what Incoterms 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 **export shipments** 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](http://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](http://www.gmchamber.co.uk/international-trade/getting-started/useful-links)

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