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# INTERNATIONAL TRADE SERVICES

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HELPING YOUR BUSINESS  
TO TRADE OVERSEAS

## Export Plan Guideline











Greater Manchester  
Chamber of Commerce





# Contents

	<b>How to use this guide</b> <i>Aim of the guide and guidelines to make full use of it</i>	3
	<b>Company Overview</b> <i>Your information and key statistics about your company</i>	4
	<b>Getting Started</b> <i>Reflecting upon your company's strengths and opportunities</i>	5
	<b>Planning for Success</b> <i>Finding a market, assessing your capabilities, and Brexit</i>	7
	<b>Making Connections</b> <i>Finding partners and reaching overseas customers</i>	10
	<b>Financing and Getting Paid</b> <i>Method of payment and foreign exchange</i>	12
	<b>Customs and Documentation</b> <i>Routes to markets, Incoterms, and export documentation</i>	13
	<b>Next Steps</b> <i>Useful links, contacts and GMCC's services</i>	15



## 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

## How Export Ready are you?



For exports, do you know what your USP is for going global? Know what products/services will be more suitable for overseas markets?

Does your business financial and staffing resources are ready to take on this growth strategy? Do you have a budget in place for overseas market entry? What is your staffing and your knowledge about international trade?

### How Export Ready are you?

GMCC offers a free International Trade Readiness Assessment which can help you understand where your business are in terms of going global. You will get a free report and can have up to 30 min free consultation.

### 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.

### 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!



## 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?

### Up-skilled your staff's knowledge

GMCC offers free **Bitesize sessions** covering the basics of exporting and importing and **training courses** on a range of **international trade** topics such as: Customs and Documentation procedures, customs declarations, inward and outward processing. For more information, click **here**

### Remain compliant

From 1<sup>st</sup> Jan 2021, there are a new range of export and importing rules as the UK left the EU and signs new FTAs. From **bespoke advice, Customs and Brexit Audits, VAT and Export Control advice and services**, we help you to remain compliant and continue a smooth global operation. For more information, click **here**



# 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.

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






## Planning for success



Is your Business aware of the changing rules post-Brexit?

As the UK has now officially left the EU and continues signing new Trade Agreements, it is imperative businesses understand the changes regarding exports, imports, movement of people, etc. The below is a brief checklist to what you need to consider:

Key Areas 
EORI Numbers needed (e.g. GB, EU and/or XI)
Incoterms (e.g. DDP, ExW, CIF, etc)
Export Requirements for your specific commodity code (e.g. Proof of origin, duties, VAT, special certifications, permits, etc)
Import Requirements at your export destination? (e.g., special permits, certifications, etc)
Using Special Customs procedures (e.g. inward processing, outward processing, customs warehousing, etc)
Transport – using freight forwarders, parcel operators? Need Transit?
Customs Declarations

### Make sure you're Brexit-ready with GMCC

Check our Brexit Hub, full of useful guidance from HMRC, BEIS, DIT, EU, British Chambers of Commerce, GMCC, GMCC's Strategic Partners and Members. Visit us at [www.gmccbrexithub.com](http://www.gmccbrexithub.com)

**Need tailored advice? Try our Bespoke Advice, Audits or Compliance Advisory Services.**



# Making connections

## Finding Overseas 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?

What local regulations, competition, routes to market you need to consider for exporting to this market?

Need to identify suitable partners overseas?

### Connect to Advise and Partners

GMCC holds numerous **international trade events** throughout the year, allowing businesses understand business opportunities and make connections with experts as well as potential partners overseas.



# 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



You found your partners, getting paid is a vital part of your export strategy. Have you carried out due diligence on those partners? Credit checks to ensure? Do you have a export credit insurance in place?

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? What incoterm are you using?

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

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?

### Getting Paid

GMCC offers a wide range of services to help you ensure you will get paid and/or access export finance. From UK & International credit checks to full on due diligence/ debt recovery to Foreign Exchange, we work with partners to help you with your global cash flow. Click [here](#) for more info.



# Customs & Documentation

Helping you move goods across the world



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



# Customs & Documentation



Do you have a EORI number? GB, EU and/or XI - pending on what incoterms are you using?

Are your goods able to access the market(s) under a Preferential Trade Agreement or WTO terms?

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?

Who is doing customs declarations on your behalf in the UK and your customers' overseas?

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

## Customs & Documentation Services

GMCC is an HMRC trained approved **customs intermediary** offering export and import customs declaration agent services. We also can help with export transit documents and GB-NI movement of Goods.

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.



## 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 to provide you a wide range of advice and services to help you trade globally – FX, VAT, Debt Collection/Due Diligence, and more.
- Find out more by visiting our “useful links” web page:  
[www.gmchamber.co.uk/international-trade/useful-links/](http://www.gmchamber.co.uk/international-trade/useful-links/)

### Contact our international trade team

**General Export/Import queries:**

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

**Chamber Customs – Export Declarations:**

[chambercustoms@gmchamber.co.uk](mailto:chambercustoms@gmchamber.co.uk)

**Export Documentation:**

[exportdocs@gmchamber.co.uk](mailto:exportdocs@gmchamber.co.uk)

**For more information, visit our website**

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