

4.1.2

6 Key Decisions for Exporters

Whether you are a product business or a service business, you will probably face six really key decisions as you move forward:

These six decisions will form the basis of your strategy. If you want to investigate them in-depth use the 'Create Your Plan' area of ExportSavvy to learn from the experience of others and build a structured plan for YOUR business.

Decision One: *Why?*

What is your rationale for putting resource into new market development? What factors would drive a proactive approach to overseas markets?

Decision Two: *What?*

Your proposition; will you need to modify what you offer in the UK? Will you need to adjust your prices to the conditions of another market?

Decision Three: *Where?*

Which geographical markets will you focus on? (and why?)

Decision Four: *What with?*

What resources will you need to allocate to this project? And where will you find them?

Decision Five: *How?*

How will you access the market?

Decision Six: *Who?*

If you need a partner or partners to represent you or work with you, what will they need to offer you and who will they be?