

OurGuide - starting exporting

Market research:

- ▶ Regard this as an investment because finding out about the market before you commit expensive people is worth it

The market:

- ▶ What is the market like? Are there social, economic and political reasons why you should look elsewhere?
- ▶ Is there going to be a demand? Is the market big enough?
- ▶ What is the competition like? Are there others in the market with better, cheaper or more expensive products?
- ▶ What about restrictions on trade? Any duties, quotas or taxes? Other barriers ?
- ▶ How will you sell? Do you need an agent, partner or joint venture?
- ▶ Are there any standards or safety issues to address?

Competition:

- ▶ Strange but true! It's unlikely that you will have a unique position
- ▶ Sometimes a variation on your product or service can exist in the market
- ▶ Sometimes a different local solution may be adopted over your 'technically' better solution

WhatToExport?

Given all that we have already said, choose the product or service that you have to change the least. There are some advantages of exporting without changing the product or services:

- ▶ Advantage of economies of scale
- ▶ Little or no costs associated with product development or change
- ▶ No special technologies required, hence, reduced support costs
- ▶ Fewer promotion and marketing costs

Why do you have to change?

- ▶ Legislation or standards
- ▶ Cultural issues
- ▶ Taxes, tariffs or fees
- ▶ Climate - beware of fluctuating temperatures, humidity and extremes of hot or cold

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