



# Export House<sup>®</sup>

A foundation for international success





## 1. Define Foundation: Establish Capability & Capacity

Setting in place your foundation is crucial to your future success in international trade. If you don't have the capacity, capability or competency within your business to meet potential orders then you could fail at the first hurdle. Outlining and refining your production or service processes before you begin gives your company the edge to succeed.



## 2. Define Export Strategy: Internal Implementation

Getting the right people involved and engaged is another crucial aspect of success. Your employees need to share and define the vision. Working in house to create the strategy will ensure ownership and direction. Full engagement is key and cannot be undervalued. Our job is to bring together a comprehensive export plan designed by and for your business that is fit for purpose and fit for the future.



## 3. Identify Markets: Research & Discover

If you know where you want to go you will need to consider if it will be practical fits your short and long term growth aspirations? Identifying the right market for your product or service must be aligned to the previous building block of capability and capacity. It is counterproductive to try and create a demand in a new country when you have not assessed the entry costs, market conditions, terms of business, logistics etc.etc.



#### 4. Create Marketing Strategy: Internationalise

Identifying routes to market will depend on the market you approach. Certainly you will need an integrated marketing plan that combines the traditional and the newest technological platforms. The messaging and the brand may need to be customised to appeal to new markets. Your product or service may need to be adapted, the language and approach must be relevant and fit for the marketplace.



#### 5. Establish Internal Processes: Train & Support

Your company needs to ensure that those directly involved in the export process are prepared to deal with the documentation necessary for successful exporting. Your financial functionality will change, meaning that marketing, finance and export departments all need to be aligned. Creating simple process templates will create an efficiency that will reap its own rewards.



#### 6. Implement & Sustain: Mentor & Refer

Once your company is an effective and successful exporter it is vitally important to keep abreast of changes to legislation or regulations. Having a mentor that can advise your company of those changes or technical challenges keeps your exporting function running smoothly and ready and able for more opportunities.



## Build Export Success

Middleton Jones will work with your team to instil an export skill set of knowledge and confidence in overseas trade. Modules are available as a single interaction, through mix and match or, by progression through the whole programme.

Outlining the export journey, Middleton Jones will help companies identify their own bespoke export plan. Through the course of the programme a company will determine the best opportunity for their international success; learn how to increase their market share and create brand awareness in overseas markets.

Whether you're taking your first steps in export or looking to improve your current export business, contact Middleton Jones today to discuss how our programmes can help you.

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INTERNATIONAL TRADE MATTERS