



EXPORTER'S OUTLINE

...highlighting key points of exporting, including items necessary for organizing "in-house" (**Internal**) as well as those items basic to the actual export (**External**).

INTERNAL

International Marketing Plan
Intercultural Communications/Negotiations

Order Processing
Export License

Sales Program - letter/order acknowledgment, distributor/agent application form, contract, pricing, terms (sale & payment)

Relationships - Banker, forwarder, lawyer, accountant, insurance agent

EXTERNAL

MARKETING

DISTRIBUTION

FINANCE

Sales:

- Indirect - EMC
- Direct - agents, distributors
- Trade leads
- Terms - EX WORKS, FAS, C&F, CIF
- Negotiations

Advertising/Promotion:

- Program
- Collateral Materials - product, facility, technical
- Trade Shows
- Cultural Impact/Translation

Market Research:

- Target Markets
- Entry Alternatives
- Competition

Product:

- Suitability
- Metrication
- Service

Packing:

- Export Pack
- Export Crate
- Marks/Labels

Transportation:

- Mail
- Shipping - Inland, Ocean, Air
- Consolidation
- Containerization
- Intermodal

Documentation:

- Commercial Invoice
- S.E.D., Drafts, Packing List, Bills of Lading
- Insurance
- Certification of: Inspection, Origin, Manufacture
- Consular Invoice/Visas
- Validated Export Licenses
- Profomas

Terms of Payment:

- Letter of Credit
- Documentary Collections:
 - Sight Draft
 - Time Draft
- Open Account
- Bankers Acceptance

Risk Coverage:

- EXIM Bank Insurance
- O.P.I.C.
- Private Insurer

Foreign Exchange

- Controls
- Stability
- Rate

LEGAL

- Foreign Corrupt Practices Act
- Anti-Boycott
- Contracts
- Intellectual Property Rights