

## 6 Key Decisions for Exporters

Whether you are a product or service business, you will probably face six really key decisions as you move forward. These should form the basis of your Export Strategy:

### **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 With?***

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:       *With What?***

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? Is this model scalable and sustainable?

### **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?

**The planning tool in your advanced learning modules will help you to structure a practical plan** <https://exportsavvy20.com/members-advanced-learning/>

#### **More On This Topic**

No nasty surprises - take a structured approach

The following module offers a deeper insight into this topic: **The Road Ahead**

You can find this module at <https://exportsavvy20.com/why/the-road-ahead/>