WSBDC International Trade Specialists Provide Your Business with Export Advising Expertise, Market Research and Market Entry Planning
Achieving Export Readiness

- New to Export
  - New to Market
  - Evaluate Export Readiness
    - Product Knowledge
    - Market Opportunity
    - Operations Commitment
    - Finance Capability
  - Develop Export Plan
    - Customized Export Plan
    - Market Fit Analysis
    - Market Entry Strategy
    - Export Performance Metrics
    - Export Compliance
  - Export Ready
Your Export Plan should Include

- A defined export market business opportunity
- Your costs of foreign market entry
- Production and Shipping costs for your exports
- Detailed marketing strategy with an estimated ROI
- Cost of market operations & support activities
- Amount of investment or financing you may require
- Realistic sales goals with relevant revenue forecasts
Export Plan Considerations

Target Country
- Market Size
- Demographics
- Exchange Rate
- Banking System
- Infrastructure

Export Plan Elements

Company Objectives
- Products & Services
- Production Process
- Market Position
- Risk Aversity

Market Environment
- Market Competitors
- Transportation Costs
- Non-tariff Barriers
- Import Tariffs
The old saying “If you can’t measure it, you can’t manage it” is frequently true when trying to succeed at doing business locally or globally.
The main reason companies establish and use performance metrics is to better evaluate and manage Profit, Risk and Loss.
How to Determine Your Export Performance Metrics

Initially, focus on business activities that are critical to the success of your company’s export initiatives. Ensure these metrics follow the SMART format:

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Timely**
Good Business Plan Metrics

Once you have established simple and reliable performance metrics it becomes easier to update your export business plan to manage issues like...

1. Changes in price margins
2. Market growth opportunities
3. Paying down financial obligations
4. Dealing with supply chain costs
5. Asses risk vs reward opportunities
Export Performance Process

Five Key Elements of a Performance Measurement Framework

- Establish Key Goals
- Establish Metrics
- Understand Performance
- Initiate Improvement
- Implement and Review
Trade Specialists Provide Advising and Export Training

No-Cost Advising Sessions

Export Readiness Workshops
Find out how to take your products or services Global!

Contact a Trade Specialist
https://export.wsbdc.org/cms/contact-and-bios

Export Web Portal
https://export.wsbdc.org/