

How's

BUSINESS *with*



Business Support on Your Doorstep



**The How's Business
guide to
*Exporting***



What's How's Business

Hello. First of all, we'd like to say a big thank you for downloading our guide.

We're How's Business, the growth hub for York, North Yorkshire and East Riding.

We're one of 39 growth hubs set up by the Department for Business Innovation and Skills.

Our role is to make it easy for business owners like you to find the support you need. This could be to locate funding, help with marketing, or advice on how to expand your set-up.

As our patch is quite rural, travel times can really cut into your day. So, we try to focus on what's available locally. Our website (<http://howsbusiness.org/>) plays a vital role in offering advice from anywhere with an internet connection.

We hope you find our guide really useful.



Who are Enterprise Europe Network

Enterprise Europe Network is the world's largest business network and a great platform on which to promote business, technology or ideas across Europe and beyond.

At the heart of the service are over 600 companies like RTC working with clients to find and connect partners to do commercial deals, share technology and new ideas or develop research partnerships.

Specifically designed for small and medium enterprises (SMEs), but also available to all businesses, research centres and universities across Europe. The Network is funded by the European Commission and Innovate UK and is now central to the European Commission's R&D and innovation programme - Horizon 2020.

The expanded scope includes account managing and supporting some of the leading technology SMEs in Europe and adding further value to SMEs such as through providing one-to-one expert advice on enhancing their innovation management capacity.

Web link: www.rtcnorth.co.uk

Tel: +44 (0)845 630 8003

Introduction

Exporting is a great way to make sure that you can stay competitive now that the UK is leaving the EU. Taking that first step requires planning though, so we've put together this eBook to give you a rough guide of what needs to be done if you want to start exporting. We will take you through some of the key areas you might want to think about to help give you the best start in the global market. It isn't an exhaustive list, and if in doubt, you should get in touch with one of the How's Business experts <http://howsbusiness.org/local-experts>

Contents

- **Assessing your export potential** p.5
- **Researching export markets** p.11
- **Your routes to market** p.15
- **Getting Paid** p.22
- **Knowing your legal obligations** p.26
- **Getting your products to market** p.30
- **Next Steps** p.36

Disclaimer

This guide's role is to highlight some of the things you might consider when starting to export. If in doubt, please speak to an expert.



Chapter 1

Assessing your export potential

This chapter will detail

- Factors you should consider before exporting overseas
- Tests that you can use to analyse your potential
- Some of the resources that are available for support

Whether you are looking to expand into a new market or are new to exporting, you will need to first assess your export potential.

Knowing your product and company infrastructure will help you to make an informed decision about which market is most appropriate for you. Selling into the right market will then help sales increase.

Your First Steps

Before you branch out to overseas markets, you need to look internally and consider your product and how your company

operates. This will show you whether you are structurally prepared for exporting, or if you need to change certain areas.

Your product is the heart of your operations. To understand how it will perform in different markets, consider:

- **Customers:** who already uses your product? Is there a market with a similar target audience available elsewhere? (In [chapter 2](#), we will explore further how to research your markets)
- **Changes to your product:** do you need to make any alterations to your product to suit a foreign customer? For example, colour has different connotations in different cultures. Does your brand name already exist in this new market? You might feel precious about your product, but changes may be necessary
- **Uniqueness:** how does your product stand out from others? What are its important features?
- **Transportation:** can you transport your product cost effectively? Turn to the final [chapter](#) to find out how to get your products from point A to B

Tips:

To see if a trade mark already exists, you may have to check out a few different resources. But, it's better to do the hard work now, than to have legal issues in the future. Depending on which market you want to access, there are different databases you can look in to:

For exports to America, see the United States Patent and Trademark Office Website: <http://www.uspto.gov/trademarks-application-process/search-trademark-database>

For Europe, see the European Union Intellectual Property office website: <https://euipo.europa.eu/eSearch/>

For alternative markets see the Marcaria website: <http://trademark-search.marcaria.com/>

Your product is important, but you should also look at these factors:

- **HR:** Ensure that you have enough staff members to handle the higher demand for products that you could face. Look at how you and your team can overcome language barriers with importers. Does your staff have any other skills that could contribute towards your exporting objectives?
- **Finance:** Do you have enough funding to expand to a new market? If you're worried about this, check out our alternative funding article (you can access it here: <http://howsbusiness.org/business-articles/what-funding-alternatives-are-available-for-investment-or-expansion>) where you'll find listings for support other than banks and export specific resources. Enterprise Europe Network also offers support on access to funding, check out their website for further details here: <http://een.ec.europa.eu/content/access-finance>

Tips:

Examine how your current exporting ventures have performed. What has once worked well could be a success elsewhere. If you're new to exporting then look at similar products – what works well for that brand could be equally successful for you.

The potential for exporting is not just reliant upon you, but also what is on offer in alternative markets. Research the markets to discover the biggest opportunities and what works best for your business. See the [chapter](#) on researching export markets for advice on this.

How you answer these question will determine how strong your position is to export to alternative markets. If you want support on this, The British Chambers of Commerce have an Export Readiness Assessment, where your local Chamber will

evaluate your products and services for exporting. For more information on this, see the Chamber directory, here: <http://exportbritain.org.uk/uk-chamber-directory/>

Techniques to Analyse Your Potential

You've looked at all the factors that contribute to developing your trade and have all this data at your hands. So, what's next?

SWOT Test

You can now analyse where your strengths and weaknesses lie. To get started, you can use the SWOT analysis test, which simply stands for Strengths, Weaknesses, Opportunities and Threats. It is a straight-forward exercise that consists of labelling out factors into each section on a grid, like the one below:

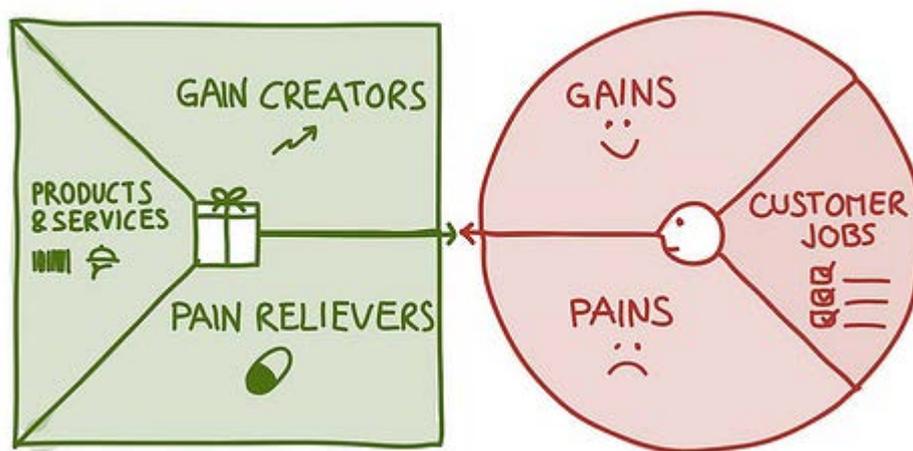
Strengths	Weaknesses
Opportunities	Threats

SWOT analyses are beneficial for planning ahead. You can also utilise them in other areas of your business, such as your research on alternative markets. With this you'll be able to establish any areas that might need to be developed and you will become better prepared to export.

For more on this, see the Open to Export website, here: <http://opentoexport.com/article/how-do-i-do-a-swot-analysis/>

The Value Proposition Canvas

Another method you can use to assess the data you've collected on how your company operates is the Value Proposition Canvas, created by Strategyzer:



Picture credit, The Business Model Alchemist: <http://businessmodelalchemist.com/blog/2012/08/achieve-product-market-fit-with-our-brand-new-value-proposition-designer.html>

The canvas helps you to find out how much value your product can add for your customer. The more value added will increase how desirable the product will be, and the more desirable your product is for a customer, the easier it will be to sell to importers overseas. Your customers are the driving force behind your success, so never forget them when growing your business.

Summary

- To understand how strong your product will be in alternative

markets, you need to consider the product itself, internal factors and the market you want to expand to

- The British Chambers of Commerce have members to support your product evaluation
- SWOT can be used to brainstorm ideas and understand possible next steps for improving your business, whilst the Value Proposition Canvas lets you analyse the relationship between product and customers and develop better products

Further Resources

- Enterprise Europe Network offer up to seven days of fully funded, one-to-one tailored support to help you assess develop and implement innovative approaches to your business including export. You can find out more here: http://www.enterprise-europe.co.uk/content/our_services/innovate2succeed__managing_innovation_for_growth/
- Download a Value Proposition Canvas from here: <http://www.businessmodelgeneration.com/canvas/vpc>
- Datamatrix has useful information on trade for country profiles, entering trading markets overseas and a guide to business: <http://datamatrix-uk.com/>
- For further support on trading and planning for success and links for export services, visit: <http://exportbritain.org.uk/>



Chapter 2

Researching Export Markets

This chapter will detail

- The first steps into expanding to a new market
- How to do primary and secondary research of your potential markets
- Why it is important to do your research

You shouldn't jump in at the deep end with exporting. To get the best results, you need to research your market. There are lots of emerging markets and it can be tempting to dive straight towards the first opportunity. But, by exploring your options, you will discover which will benefit you the most.

Overall, it would be beneficial to consider:

- What markets are available to you
- How your company would fit into exporting with this country

- What business you will be exporting to

Where to start?

There are lots of opportunities out there for you to export into and a lot of your initial research will be about narrowing that group down. You should try to get a shortlist for potential new markets. To help you make a decision, the British Chambers of Commerce have created profiles for countries within Africa, the Middle East, the Americas, Asia and Europe. With the instability that Brexit could produce, you should be aware that there may be risks with exporting to Europe, but don't completely write it off. The profiles contain information on: latest business opportunities, ease of trading and a SWOT analysis. So, all of the hard work has been done for you and is just a click away at this website: <http://exportbritain.org.uk/international-directory/#ms>

Get Help

If this task is giving you a bit of stick, don't panic, it's okay to ask for help. There are lots of resources out there waiting for you.

The British Chambers of Commerce hold regular trade-focused seminars, which are also a great opportunity to meet other business owners who are in a similar position to you. Sometimes these include networking opportunities which provide you with the chance to meet potential partners.

There is also the Export Marketing Research Scheme, provided by UK Trade and Investment, to help you reach a decision about which market is best for you. The scheme provides you with free independent advice on how to do your research. This service is available to everyone, but you may also be entitled to financial

assistance if: your company has between 5 - 250 employees, has products and services that have a track record, and you wish to research a specific market for these products.

Primary Research

If you feel confident in your research, you can start doing some primary research such as attending trade shows. UK Trade and Investment service provides these opportunities, including trade fairs and exhibitions. Overseas exhibitions allow you to test markets, attract customers and make sales. If you like the sound of this, but are worried about the cost of travel, the Tradeshow Access Programme can provide you with support (see: <https://www.gov.uk/guidance/tradeshow-access-programme>). This is ideal for small businesses, as participation is usually group-based.

Check out the Department for International Trade's website to see all the available services: <https://www.gov.uk/government/organisations/department-for-international-trade>

You can also do primary research by talking with customers. If you're new to the game then take a look at the customers of similar brands. Talk to the people buying your product and get to grips on why they buy into your brand. Once you know what's popular in one market, you may be able to build upon this in a new area, or you'll be able to assess what's not working and change it.

Secondary Research

Another viable resource is your library, where you'll be able to access marketing journals and lots of free data. Often libraries will also be subscribed to business marketing resources, which will be open for your use.

You can also get expert help directly from our website, here:
<http://howsbusiness.org/local-experts>

Next steps

After researching the market you are expanding to, you also need to consider more specifically who your importer is. You don't want to sign a contract with a business that is going to be in debt a few months down the line and not pay your fees (see [Chapter 4](#) for further information on being paid for exporting).

Summary

- You should use online resources to get profiles on the available markets and shortlist which will work best for you
- Not only do you need to research your new markets, but you should also research the company you are exporting to

Further Resources

- There is export training available for you from the British Chamber of Commerce, focusing on an introduction to exporting, payment methods and export documentation. The training is generally run over a day and suited to both experienced and novice exporters. Details for this can be found here: <http://exportbritain.org.uk/training.html>
- If you're interested in more networking events, see our website here: <http://howsbusiness.org/networking-events>
- The Government provides a video tutorial on market research for your business: <https://www.gov.uk/market-research-business>



Chapter 3

Your routes to market

This chapter will detail

- What are routes to market and sales channels
- The advantages and disadvantages of each route to market

Your routes to market are how you sell your product and how you plan your sales. You will need to look at this after choosing your market, because if you don't access your audience through the right route then you may be putting your sales at risk.

Sales channels are how you reach your customer. The more sales channels that you use, the more people you'll be able to reach. To save you time, we've collected a list of your sales channels options and their advantages and disadvantages.

Selling Online

One way to reach overseas customers is through an ecommerce website. If this interests you, then you should also look at our eCommerce eBook: <http://info.howsbusiness.org/expand-your-market-with-ecommerce>

Pros

- Since internet connections have improved and there are secure online options, customers now see this as a legitimate platform
- Selling online is getting much more popular because it is convenient and easy for your customers to access
- Can be quick and easy for customers to handle and it allows your business to be open 24/7
- Some barriers disappear as your customer will not have to travel to reach your product. However, when exporting overseas, your product will have to go through customs to reach the buyer

Example:

Kate Broughton from Otley made a successful online career from her hobby. She sells nail art, art prints and cards online and earns up to £20,000 a year, even with taxes and expenses. Because she sells online, she is able to reach a wider audience, which has included customers from Canada.

Check out Kate's website here: <http://www.katebroughton.co.uk/>

Cons

- There are a lot of online shops available, so the problem will be ensuring people are aware of your brand. It may take some

focused marketing to get yourself on people's radars

- Some customers may be deterred from buying goods that they can't feel or try before purchase
- Some people are afraid to buy online for fear of fraud. So, you might have to consider who your target audience is and if this platform is relevant for them. For example, some older generations may be reluctant to rely on technology

Opening a shop

If you've had experience with online selling then it may be worth expanding by opening a shop as well. This way, your customers will be able to experience your product in a new way. Or if you've already had experience owning a shop within the UK, expanding overseas will help you reach a new audience.

Pros

- Personal interaction with customers can get you regular customers, but you will have to rely on your staff overseas to establish this connection
- Useful for products that your customers might want to see and touch before they buy, e.g. food
- Your shopping environment can be used to establish your brand values and encourage customers to browse, which could lead to further sales

Cons

- Could be costly, as you'll have rent, furnishing and staff costs
- This could be stressful to maintain if your market is overseas, as the distance may make it difficult to keep up to date with any issues
- Customer reach could be limited by geographical location and opening hours, which an online shop doesn't face

Selling to Retailers

If you don't want the pressure of owning your own shop then this is an alternative option for you to expand into.

Pros

- Selling your product to retailers such as a high street supermarkets will give your product high visibility and access to a wide audience
- Retailers will already have an established client base, so you'll be able to target these, rather than focusing your energy on creating product awareness
- Less pressure compared to owning your own shop

Example:

The Snaffling Pig, a specialist pork-crackling retailer in the UK, started their story online but now sell through mainstream retailers such as Selfridges and Ocado, have exported to Dubai and are about to move into the US market. What works for them is that they have a speciality, but they are willing to change to suit their new market. To address US Food and Drug Administration (FDA) rules, they've had to redesign their packaging (see [Chapter 5](#) for information on rules and regulations).

Cons

- Retailers are in a powerful position and may not offer you a good price for your product
- With this option, you'll be likely to operate on a small profit margin
- You will have to sell your product to retailers at a lower price compared to selling direct to customers via your website, as retailers will mark up the product price

Selling to wholesalers or distributors

Distributors act as the middleman between suppliers and the end customer, which may be useful if you're expanding to an overseas market.

Pros

- An easy way to sell large volumes, as you're providing products to one client, rather than transporting it to various locations
- Distributors may already have an established customer base, which you'll be able to sell into
- They should also have sales and marketing expertise, so they can take your products and promote them in the most effective ways
- You won't need to find access to storage space, as your distributor should already have premises they use

Example:

Sporting goods retailer Faction Skis relied on distributors to expand their business to new markets and now sell in 31 countries. However, they did find they had some issues with distributors and eventually preferred to sell through a retailer as it gave them better control of promoting their brand values.

Cons

- Selling price will be considerably lower than selling direct to a customer, or even to a retailer
- You'll have no opportunity to build a personal relationship directly with your customers
- You may lose control of the way your product is marketed and priced, potentially damaging your desired brand

Sales Agents

Sales agents are useful if you need specialist help in a particular sector or new location. Similar to distributors, they are useful in overseas exporting.

Pros

- Sales agents work on a commission basis, so they'll be highly motivated to sell your product
- They may already have an established client base, which you will be able to sell into
- This is a cheaper option, as you won't have to spend time and resources on recruiting your own sales force
- Unlike selling via a website, the customer will be able to try the product

Tip:

If you want to distribute your goods through a sales agent, you'll need to create a sales pitch to demonstrate why they should represent your brand. You should consider: how easy it will be for the sales agent or distributor to sell your product, the profit they will make, how your brand could fit into their existing business and the quality of service you will provide to them. For more on this, check out Marketing Donut's website here: <http://www.marketingdonut.co.uk/marketing/sales/sales-agents-and-distributors>

Cons

- You may have little control over how your product is described to your customers, which could lead to misbranding by the sales agents
- You will still be responsible for shipping and other trade related logistics
- No control over the direct relationship with your client

Benefits of Routes to Market

By considering all of your routes to market, you'll be able to make sure you are reaching your target audience, securing profitable new customers, spending less but selling more, and building strong connections in a new market.

Summary

- Routes to market are how you're going to sell your product and plan sales
- Sales channels are the ways in which you'll reach your customer, e.g. selling online

Further Resources

- The paramarketing website has a quick and easy to understand video about routes to market: <http://paramarketing.com/routes-to-market/>
- Enterprise Europe Network helps small businesses find business opportunities in the EU and beyond. For advice and support on what route to market to use, you can contact them at their nearest office. Details are on their website, here: <http://een.ec.europa.eu/about/branches/uk/leeds>



Chapter 4

Getting Paid

You've started exporting so that you can improve and expand your business and so that you can make yourself a bigger profit. You will need to know the types of payments you could receive from international buyers and what to do if a payment doesn't come through.

This chapter will detail

- What types of payments can be made when exporting
- How long it will take for you to get paid
- Points to consider about your bank and international transfers
- How UK Export Finance (UKEF) can help you

Types of Payment

Each of these payments has their own risks and rewards and it is up to you to agree with your overseas buyer which is best for your relationship together. To find out more about this, visit: <http://opentoexport.com/article/methods-of-payment/>

<h3>Advance Payment</h3> <p>This is best for you, the exporter. The buyer pays for the goods before they receive them, like when you buy a product online, the payment is taken before the product arrives at your door.</p>	<h3>Letter of Credit</h3> <p>This is essentially a bank promising another bank that they know your buyer and will act as a guarantor for the transaction. Once agreed, even if your buyer can't pay, their bank will as long as you've upheld your side of the agreement.</p>
<h3>Bank Collection</h3> <p>Your bank will collect the money on your behalf from your buyer's bank using an 'Instruction Document' to get payment through a 'Bill of Exchange'.</p>	<h3>Open Account</h3> <p>This is the least secure for you. You will receive payment between 30 and 90 days after the product has been received. However, these can improve your competitive edge in international markets.</p>

How long should I wait for payment?

This will partly depend on which agreement you have with your customer. You will need to check payment transfer times with your bank, they are the experts and will be able to give you informed advice. There is often a longer waiting period for overseas checks or transfers to clear than on payments between UK sellers and buyers. It can take anywhere between 7 days and 6 weeks for the payment to be processed and to appear in your account.

Your bank and international accounts

When selling internationally, you will need an International Bank Account Number (IBAN). This number doesn't replace your normal sort code or account number, it just makes it much easier for your overseas buyers to find your account when processing payments.

Your bank will charge you for international transactions. It won't be too much, but you'll need to ask them how much this will be so you can include it in cash flow projections and your pricing.

UK Export Finance (UKEF) and you

UK Export Finance (UKEF) is the UK government's export credit agency. It helps UK exporters by providing insurance policies to exporters and offers guarantees to banks to help ease the risks in providing export finance. They:

- Insure UK exporters to protect them from non-payment by overseas buyers
- Help overseas buyers to purchase from the UK by guaranteeing bank loans
- Insure UK investors in overseas markets against political risk

You can arrange a free consultation with an export finance adviser here: <https://www.gov.uk/government/publications/uk-regional-export-finance-advisors>

Summary

- There are four common payment methods: advance payment, letters of credit, bank collections and open accounts
- Payment time can vary, depending on bank, payment agreement and the country it is coming from
- Bank charges will apply for international payments
- UK Export Finance can help you insure your international trade

Further Resources

- Open to Export have great information on exporting payments: <http://opentoexport.com/article/getting-paid-what-you-need-to-know/>
- A whistle-stop tour to export finance and insurance: <https://www.gov.uk/guidance/export-finance-and-insurance-an-overview>
- More detailed information on UK Export Finance: <https://www.gov.uk/government/organisations/uk-export-finance>



Chapter 5

Knowing your legal obligations

When entering into a contract, you should know exactly what your legal obligations are. We have lots of experts on hand who can talk to you and help clear up any parts of a contract you don't fully understand and you can set up a meeting here: <http://howsbusiness.org/local-experts>

This chapter will detail

- Export licenses and trade restrictions
- International product laws
- Contracts

Export licenses and trade restrictions

You'll need to know whether you need a license to export. You can download the list of goods that require an exporting license here: <https://www.gov.uk/guidance/export-and-import-licences-for-controlled-goods-and-trading-with-certain-countries>

There are different types of licenses you might need before you export:

- **Open General Export License:** there are over 40 different types of this export license covering many common exporting areas
- **Standard Individual Export License:** are used for a specific quantity or value of goods and are useful for short-term contracts
- **Open Individual Export License:** are for longer term contracts and is company specific and typically apply to businesses with a history of exporting contracts

More detailed information on these licencing specifications can be found here: <https://www.gov.uk/guidance/beginners-guide-to-export-controls>

It is worth your time to research whether the country you are intending to export into has any specific trade restrictions which might make your relationship with them difficult. Certain countries ban items from entering for political or economic reasons.

International product laws

Other countries around the world have different laws regarding the products sold there. Areas you might want to consider are:

- **Different product standards:** for example, if you are a manufacturer of sweets: certain preservatives, flavourings and

colourings may be banned in in the US which are okay to use in the UK

- Product packaging: you might benefit from using the local language and measurement scales on your packaging to make it easy for customers to spot any allergy advice
- Product liability laws: make sure your product satisfies the local product safety laws to prevent you from being sued should someone encounter a faulty product
- Intellectual property laws and patents: similar trademarks or products already selling in that country might mean you would be infringing intellectual property laws if you were to sell there. Similarly, your intellectual property protection and copyright may only apply to the country it was registered in, leaving people in other countries legally allowed to take your ideas. For more information on this, head to <https://www.gov.uk/guidance/exporting-your-intellectual-property>
- Local marketing and selling laws: customer protection laws and age restrictions on products, for example, are likely to be different in an international market

Contracts

Outline exactly what you expect from your buyer and what they should expect from you in your contracts with them. If you're unsure of anything, speak to a legal professional. At the very least, your contract should outline:

- The names of the seller and the buyer
- The date of the agreement
- Details of the product being sold
- The price it is being sold at
- The delivery terms

You and your seller should also agree upon how to resolve any

potential disputes and who you would go to for resolution. If you can work together to anticipate any problems that might come up before you sign the contract, you can have a plan of action ready in case something doesn't go to plan.

Summary

- Exporting licenses are needed for certain products and there are several different types
- Product laws overseas may mean you have to tweak your product or alter your patents
- Know your contracts inside and out



Chapter 6

Getting your products to market

You've done all your research, picked your market route, you know how you're going to get paid and what your legal obligations are. Now, you just need to figure out how to actually get your product to the overseas market.

This chapter will detail

- What paper trails you need to have when exporting
- How to package your goods
- Who can ship your products for you
- Shaping your product for international markets

You will need to know exactly how your product is going to get from you to your customer. To do so, you will need to have all the necessary export documentation and a reliable company to move

the product on your behalf.

Commodity Codes

Commodity codes will be applied to your products when being exported and you need to make sure they are correct. These codes ensure that you know:

- What duties and controls apply to your products
- Which import/export declarations you have to make
- Whether you need to apply for an exporting license and that the correct customs and Intrastat returns (this monitors movement of products through the EU) are made

You can find out which code applies to your product by searching the trade tariff here: <https://www.gov.uk/trade-tariff>

The Paperwork

As well as commodity codes, when exporting to countries outside of the EU you are required to make an export declaration to the National Export System (NES). To do this, you will need to register for an Economic Operator Registration Identification number. The form for this can be found here: <https://www.gov.uk/guidance/economic-operator-registration-and-identification-eori-scheme>

You must also make sure that VAT, import taxes and duties in the destination country are paid.

If you are transporting your goods by road, you need to have a CMR note (Convention on the Contract for the International Carriage of Goods by Road). The note confirms that you have a contract between your business and the courier to deliver your products. You will need 4 copies of the CMR note: 1 for the

customer, 1 for the supplier, 1 to travel with the goods and 1 as an administrative copy.

More information on the CMR note can be found here: <https://www.nibusinessinfo.co.uk/content/cmr-note-key-road-transport-document>

You may have a specific export license for your product too, which have been detailed in [Chapter 5](#) of this eBook.

Packaging Goods

Making sure that goods are ready to travel requires expert knowledge, so the courier can deliver them to the customer in the same condition they left you in. Matching your shipping material to your product is important. It needs to be able to withstand the journey and keep your products in perfect condition. Packing material has specific requirements for different countries. Wooden pallets, for example, need to be certified as having had the correct treatment to prevent the spread of insects to ecosystems which can't support them.

Freight Forwarding

Freight Forwarding is a service industry that moves goods around the world on behalf of importers and exporters. They are able to:

- Move your product
- Arrange clearance at customs to allow your goods into a country
- Maintain all the documents necessary for exporting
- Oversee cargo packing
- They can also handle the movement of dangerous goods, like chemicals or explosives, but specially trained freight

forwarders will need to handle the movement of these goods

A freight forwarder needs to have clear instructions from the exporter (and importer) in advance of the goods being moved to be able to successfully move goods and receipt of delivery payment. If these instructions are given verbally (i.e. over the phone), written confirmation should follow to avoid any confusion in the future.

For more information on freight forwarding, visit: <https://www.gov.uk/guidance/freight-forwarding-moving-goods>

Exporting Agents

Exporting agents work for you, can introduce you to overseas customers and are useful to small businesses for taking that leap into overseas markets. They are based in the country you are exporting to, so are familiar with the market there and typically have a good business reputation and pre-established connections. They usually charge a commission somewhere between 2.5% and 15% for their services.

Overseas Distributors

An overseas distributor will buy your goods from you and then sell them on to other markets. They will take care of all shipping and customs, buy your goods in bulk, store goods, market your product and introduce it to new markets.

However, they often expect heavy discounts on your products and enter into long term contracts, so make sure you carefully consider whether this option is best for your business. You will lose control over the marketing and after-sales of your goods

when using an overseas distributor.

For more information on exporting agents and overseas distributors, visit: <https://www.gov.uk/export-agents>

Product Changes to Suit International Markets

Knowing your target audience will influence how you will need to advertise and market your product overseas. We have considered the intellectual property issues that could arise in a new market, and it is now also worth considering how you might adapt your brand image for international buyers. You will need to consider cultural sensitivities, and may want to hire a translator to check over your labels and advertising strategies. Product regulations in global markets may mean you have to adapt your recipes, for example, and not use certain preservatives or flavourings.

For more information on adapting your product for international markets, revisit [Chapter 1](#) of this eBook.

Summary

- Exporting requires certain administrative boxes to be checked
- Packaging needs to be suited to the product being exported
- Freight forwarding, Agents and Overseas Distributors can all help you move your product
- Little tweaks to your product might be necessary to succeed overseas

Further Resources

- Exporting goods outside of the EU Customs requirements and forms: <https://www.gov.uk/guidance/exporting-goods-from-the-eu-to-a-third-country-outside-the-eu>

- **Small Business Guide to Exporting:** <http://smallbusiness.co.uk/a-stepbystep-guide-to-shipping-and-exporting-goods-2484876/>



Chapter 7 Next Steps

Hopefully, this eBook has helped you to get a better grip on exporting. But before we say goodbye, we thought we'd offer you a few more places you can go for general business advice.

Enterprise Europe Network

Get a little extra support from the Enterprise Europe Network who can help you get your head round finance, EU law and standards and Intellectual Property Rights. Access their resources, here:

<http://een.ec.europa.eu/>

The National Business Support Helpline

If you need some advice for your business, give the folk at the National Business Support Helpline a ring. Their advice is free, and the number is **0300 456 3565**

West and North Yorkshire Chamber of Commerce

The Chamber have loads of resources to help you export, can offer your personal business advice, and host events you can attend to connect with other people. Access their help here: <https://www.wnychamber.co.uk/>

Department for International Trade

To find those exporting country guides, apply for export opportunities and find out about the legalities of exporting to countries across the world, you can head to the Department for International Trade's website here: <https://www.gov.uk/government/organisations/department-for-international-trade>

Articles, Experts and Events on How's Business

We've got stacks of useful articles, loads of trusted local experts and a great choice on networking events on How's Business, so feel free to browse until your heart's content.

Take a look