Ready To Go Global?

Exporting can open exciting new doors for your business—but it takes the right strategy to succeed. This checklist covers the essential questions and prep work you'll want to consider before entering foreign markets, from business planning and pricing to marketing and partnerships.

Not sure where to start? The AMI team is here to help. Whether you're exploring new markets or fine-tuning your export plan, we'll guide you every step of the way.



1. Foreign Market Entry

- [ ] Is there demand?
- [ ] Is there competition?
- [ ] Is the market open to my product?
- [ ] Are barriers to entry cost-prohibitive?

2. Building Your Business Plan

Preliminary Questions:

- [ ] Do I have a firm commitment from management?
- [ ] Do I have the budget available to focus on **long-term brand-building efforts**?
- [ ] Is my domestic house in order?
  - Customer service
  - Logistics
  - Financial resources
  - Products & brands
  - Consumer/customer-driven marketing

To Include in Business Plan:

- [ ] Export goals
- [ ] Product(s) chosen for export
- [ ] Target markets
  - Labeling/packaging requirements
  - Trade/Ingredients regulations
- [ ] Production capacities
- [ ] Necessary resources
  - Expansion of production and/or shipping divisions
  - Additional staff
  - Staff training
- [ ] Marketing/promotional activities
- [ ] Estimated pricing

AthenaINTL.com | +1 206 612 8926 | info@AthenaINTL.com

AMI

3. Building Partnerships

To Establish with Distributor:

- [ ] Primary contacts/responsibilities
- [ ] Strategic decisions
- [ ] Sales forecasts
- [ ] Purchase orders
- [ ] Payment terms
- [ ] Marketing/public relations

Criteria for Distributor Evaluation:

- [ ] Stable status and history
- [ ] Appropriate sales channels/customer base
- [ ] Adequate sales volume
- [ ] Ability to provide a business plan and market analysis
- [ ] Adequate personnel and other resources
- [ ] Appropriate sales territory covered
- [ ] Technological resources
- [ ] Strong references
  - Business
  - Credit

4. Marketing

Product Adaptation:

- [ ] Appropriate ingredients/materials used
- [ ] Labeling
- [ ] Foreign language packaging
- [ ] Compliance with local standards and regulations
- [ ] Compliance with consumer preferences, such as taste profile
- [ ] Product usage in foreign markets
- [ ] Convenience vs. function

Questions to Ask When Determining Marketing/Promotional Activities

- [ ] Does my brand have current awareness?
- [ ] Is my product being sold in the export market by 3rd parties?
- [ ] What do I need to do to stimulate consumer trial?

5. Pricing

- [ ] Determine shelf price of competitive products
- [ ] Set pricing strategy
- [ ] Calculate costs of product adaptation (if necessary)
- [ ] Calculate documentation costs
- [ ] Calculate shipping and insurance costs
- [ ] Calculate customs clearance costs
- [ ] Calculate estimated distributor markup
- [ ] Calculate retailer markup and additional costs, such as slotting fees