

ROADMAP - THE 4 STAGES OF EXPORT PREPARATION

GATEWAY to Trade

Preparing your Business

STAGE

1

Global Context

What is Export Readiness?

Why Have an Export Plan?



Conducting Market Research

STAGE

2

What is Market Research?

Sector Information

Market Information

What is Market Intelligence?



Developing a Marketing Plan

STAGE

3

Developing a Marketing Strategy

Building Networks

Establishing Credibility

Developing a Digital Marketing Strategy

Customizing Solutions



Entering the Market

STAGE

4

Strategic Alliances

Travelling to the Market

Planning Your Financing

International Trade Law

Intellectual Property



EXPORT PLAN