

EXPORT 101

IS YOUR BUSINESS EXPORT READY?



srjwalkerwayland

SRJWW

Growing Business Growing People

- **About Dianne Brown**

- Chartered Accountant
- Business Advisor
- Education/Training Specialist
- Growth & Profit Improvement
- Strategic Business Planning
- Queensland Business Mentor
- Accredited Mindshop Advisor
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Trade & Investment Queensland

- **About Ross Tilly & TIQ**
- Tradestart Adviser (Austrade)
- TIQ's Principal Trade and Investment Officer – SC and MB
- Former manufacturing business owner
- Experienced exporter
- AICD Company Director
- AsiaLink Business – Asia Leaders Program



EXPORT 101

- Benefits of Exporting
- Export “fit” for your business
- Key risks associated with exporting
- 5C’s of Exporting
 1. Company
 2. Country
 3. Customer
 4. Channel
 5. Competitors
- Export Market Development Grant
- Resources

Benefits of Exporting

- Business expansion
- Spread risk in terms of domestic economic cycles
- Extend the life of a mature product
- Increase efficiencies through economies of scale
- Identify counter seasonal markets

Export “fit” for your business

- Domestic base
- Scalability
- Resources
 - Staff
 - Production
 - Cash Flow

Key Export “Risks”

- Cash flow
- Regulatory Regimes
- Export Documentation requirements

5 C's of Exporting

1. Company

- Capability & capacity for growth
- Management Resources and Commitment
- Sustainable Competitive Advantage – can this be leveraged internationally?
- Sales & Marketing approach

5 C's of Exporting

2. Country

- Identify potential markets
- Determine ease of entry
- What are existing and future market opportunities
- Market Research – including “on the ground”
- Countries for 1st time exporters

5 C's of Exporting

3. Customer

- In market testing & focus groups
- Education/Trial to convert
- Seek advice early
 - In market professionals
 - Agents/distributors

5 C's of Exporting

4. Channel

- Direct v Indirect
- Manufacture under licensing arrangements
- Joint Venture
- Subsidiary in market
- Distribution Channels

5 C's of Exporting

5. Competitors

- Identify and evaluate competitors
 - market strengths
 - Products/service offerings
 - Address your gaps
- Maturity of product and market life cycle

Export Market Development Grant

- Moving from reimbursement scheme to upfront grant agreement
- 3 stages of export journey:
1. New to export – grants up to \$80k over 2 years
 2. Expanding exporters – up to \$240k over 3 years
 3. Expanding exporters (new markets/strategic shift) = up to \$450k over 3 years

Support for Potential Exporters

1. Trade Start/TIQ - [TradeStart – Austrade](#)
2. TIQ - [How we help exporters – TIQ](#)
3. Export Council of Australia - [Export Council of Australia \(ECA\)](#)

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Thank you for Tuning in.

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