

**Information Sheet:**

# Exporter's Outline

...highlighting key points of exporting, including items necessary for organizing "in-house" (internal) as well as those items basic to the actual export (external).

## Internal

- **International Marketing Plan**
- **Intercultural Communications/Negotiations**
- **Order Processing**
- **Export License**
- **Sales Program** — letter/order acknowledgment, distributor/agent application form, contract, pricing, terms (sale & payment)
- **Relationships** — Banker, forwarder, lawyer, accountant, insurance agent

## External

MARKETING	DISTRIBUTION
<ul style="list-style-type: none"> <li>• <b>Sales:</b> <ul style="list-style-type: none"> <li>○ Indirect — EMC</li> <li>○ Direct — agents, distributors</li> <li>○ Trade leads</li> <li>○ Terms — EX WORKS, FAS, C&amp;F, CIF</li> <li>○ Negotiations</li> </ul> </li> <li>• <b>Advertising/Promotion:</b> <ul style="list-style-type: none"> <li>○ Program</li> <li>○ Collateral Materials — product, facility, technical</li> <li>○ Trade Shows</li> <li>○ Cultural Impact/Translation</li> </ul> </li> <li>• <b>Market Research:</b> <ul style="list-style-type: none"> <li>○ Target Markets</li> <li>○ Entry Alternatives</li> <li>○ Competition</li> </ul> </li> <li>• <b>Product:</b> <ul style="list-style-type: none"> <li>○ Suitability</li> <li>○ Metrication</li> <li>○ Service</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Packing:</b> <ul style="list-style-type: none"> <li>○ Export Pack</li> <li>○ Export Crate</li> <li>○ Marks/Labels</li> </ul> </li> <li>• <b>Transportation:</b> <ul style="list-style-type: none"> <li>○ Mail</li> <li>○ Shipping — Inland, Ocean, Air</li> <li>○ Consolidation</li> <li>○ Containerization</li> <li>○ Intermodal</li> </ul> </li> <li>• <b>Documentation:</b> <ul style="list-style-type: none"> <li>○ Commercial Invoice</li> <li>○ S.E.D., Drafts, Packing List, Bills of Lading</li> <li>○ Insurance</li> <li>○ Certification of: Inspection, Origin, Manufacture</li> <li>○ Consular Invoice/Visas</li> <li>○ Validated Export Licenses</li> <li>○ Profomas</li> </ul> </li> </ul>

FINANCE	LEGAL
<ul style="list-style-type: none"> <li>• <b>Terms of Payment:</b> <ul style="list-style-type: none"> <li>○ Letter of Credit</li> <li>○ Documentary Collections: <ul style="list-style-type: none"> <li>▪ Sight Draft</li> <li>▪ Time Draft</li> </ul> </li> <li>○ Open Account</li> <li>○ Bankers Acceptance</li> </ul> </li> <li>• <b>Risk Coverage:</b> <ul style="list-style-type: none"> <li>○ EXIM Bank Insurance</li> <li>○ O.P.I.C.</li> <li>○ Private Insurer</li> </ul> </li> <li>• <b>Foreign Exchange:</b> <ul style="list-style-type: none"> <li>○ Controls</li> <li>○ Stability</li> <li>○ Rate</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Foreign Corrupt Practices Act</b></li> <li>• <b>Anti-Boycott</b></li> <li>• <b>Contracts</b></li> <li>• <b>Intellectual Property Rights</b></li> </ul>

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