**SME EXPORT CHECKLIST**

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|  | **ASSESS EXPORT POTENTIAL** (See Assessment of Export Capability framework) |
|  | **UNDERSTAND GLOBAL VALUE CHAINS**Consider your company’s objectives and how these link to global value chainsChoose a global value chain strategy (i.e. provide an intermediate input for an existing value chain; develop your own global value chain through outsourcing; or use Foreign Direct Investment to connect or establish a global value chain) |
|  | **DEVELOP AN EXPORT PLAN**Start by renewing or reviewing existing business planThen develop a business export plan (See Business Plan framework and Business Export Plan Framework) |
|  | **CONDUCT MARKET RESEARCH**Identify and screen potential marketsAssess viability of target marketsFinalise decision re: target market  |
|  | **DEVELOP EXPORT MARKETING STRATEGY**Develop pricing strategy (i.e. static, flexible, full cost-based pricing)Promotion strategy (advertising, promotional materials, media channels, visits etc.)Develop marketing tools (business cards, brochures, videos, websites etc.) |
|  | **ENTER THE TARGET MARKET**Consider best methods of delivering and distributing your productChoose method of market entry (i.e. direct exports, indirect exports, partnerships)Select intermediaries (i.e. agents, representatives, foreign distributors)Choose options for delivering your product (i.e. freight forwarders, customs brokers) |
|  | **MANAGE THE REGULATORY ENVIRONMENT**Find out which regulations apply to your product (i.e. AQSIQ, CCC, General Standard for the Labelling of Pre-Packaged Foods, China Food Safety Law)Determine Customs compliance requirementsExport documentation requirements |
|  | **MANAGE RISK**Seek professional legal adviceUndertake due diligence checksBe aware of local laws and business practicesProtect your intellectual property (IP)Obtain insurance coverage (i.e. transportation insurance) |
|  | **MANAGE FINANCE**Consider how to leverage capital (i.e. cash budget, capital budget, investors, sources of capital)Determine methods of collecting payment (i.e. cash in advance; letters of credit, open accounts) |
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Adapted from:

Doing Business in China (Austrade/Australian Trade Commission)

<http://www.austrade.gov.au/Export/Export-Markets/Countries/China/Doing-business>

Step-by-Step Guide to Exporting (Foreign Affairs and International Trade Canada)

(<http://www.tradecommissioner.gc.ca/eng/guide-exporting.jsp>)