

# 10 steps to prepare for Export

**1 Research your market:** use a market weighting tool to consider demand, competition, costs, labour availability, cultural practices and regulatory climates.  
<https://www.agcc.co.uk/research>  
<https://www.agcc.co.uk/networking>

**2 SWOT it:** identify your strengths and any weaknesses, the opportunities for your business and the threats in your intended market/s where support would be useful.

**3 Make a plan:** do you need to upskill staff or recruit? What about capacity? Consider capital, product packaging and labelling, logistics and customer service. Visit your potential markets to build contacts and showcase products.

**4 Choose your route:** can you sell direct? Consider appointing an agent and/or distributor or think about a joint venture. Our extensive network can help you decide.

**5 Protect yourself:** carry out due diligence and understand the local culture. Seek advice from a solicitor with international experience; talk to the Intellectual Property Office. <https://www.gov.uk/government/organisations/intellectual-property-office>



**6 Get your finances in order:** talk to your bank, international accountant or UK Export Finance; consider the extra finance you may need, foreign exchange and insurance.  
<https://www.gov.uk/government/organisations/uk-export-finance>  
<https://www.moneycorp.com/uk/>

**7 Understand documentation and customs:** contact the Chamber and HMRC. Talk to the Embassy, High Commission and any UK contacts in your target market.  
[https://www.agcc.co.uk/courses?id=&course\\_search\\_type=&course\\_search\\_string=export](https://www.agcc.co.uk/courses?id=&course_search_type=&course_search_string=export)

**8 Review your marketing:** does your product/service offering work for your target market? What are others doing successfully?

**9 Protect your cashflow:** protect your business with the right insurance, make sure you have the necessary credit in place to underwrite your sales and investments.  
<https://www.gov.uk/government/organisations/uk-export-finance>

**Lorraine Neish**  
Export Documentation Team Leader  
T 01224 343908  
E [lorraine.neish@agcc.co.uk](mailto:lorraine.neish@agcc.co.uk)

**Joan Young**  
Senior International Trade Executive  
T 01224 343962  
E [joan.young@agcc.co.uk](mailto:joan.young@agcc.co.uk)

**10 Keep your customers happy:** International customers expect the same high standard as UK ones, check in with export agents or partners regularly; and make sure you are aware of any unfolding political or social issues that may affect your business.