



Export 101

From Your Door To The World



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How To Export

1. Export Readiness

2. International Market Entry Strategy

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1. EXPORT READINESS

1. Have Commitment from Ownership



1. Operating and Funding Planning

2. Upper management commitment

2. Create Export Plan

Where

Determine Potential Market (Research countries for demand, Restriction or License)

Who

Identify potential customer

How much

Pricing and Cost

Payment

How to be paid



3. Realistic Expectations on Investments



1. How much would it cost?

Office Rent, Initial Investment, Fixed Asset, Tariffs, Salary Taxes etc.

2. How much Revenue would I make ?

Gross Profit, Revenue Growth etc.

4. Product Modification by Market

1. Be prepared to modifying Products or Services Based on Different Marketing Preference.

2. Customer preference

3. Different packaging

4. Regulatory Approval



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2. MARKET ENTRY STRATEGY

1. Research the Global Market Place

1. Researching US Trade Data

[1] Export Classification Code

[2] Tariff data

**[3] Country Commercial Guides
(Economic, Political, Market
Intelligence)**

3. Comparing different Market

**— Barriers, market growth,
geography**

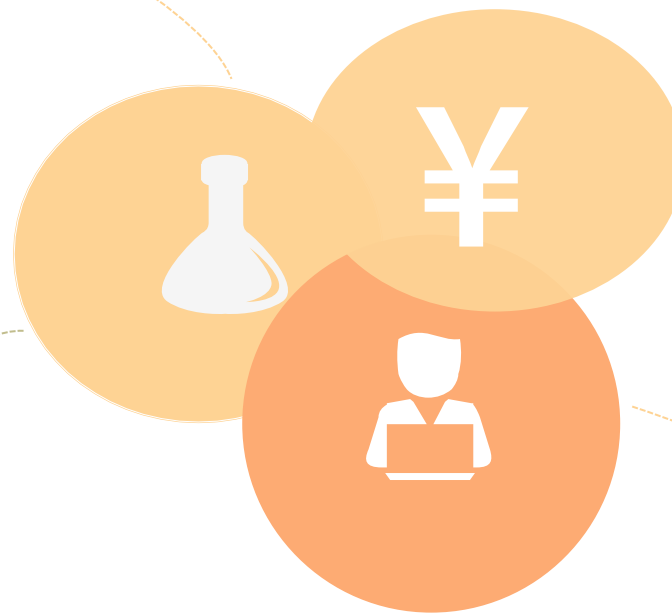
**2. Free Trade Agreements with the USA
20 Countries — — Less expense, easier to
enter**



2. Selecting Initial Export Markets

1. Researching Similar products

3. Coming up with Price



2. Looking at local Culture

4. Geography

4. e-Commerce

B2B

B2C



How to find potential Customer?

1. Find on Country Industry-Specific E-Commerce Platform & Marketplace

2. Sell Internationally Through Popular



QUESTIONS???

Baltimore Region SBDC

www.marylandsbdc.org

U.S. Small Business Administration

SBA

Your Small Business Resource

Thank you!

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