KOMPASS

Your route to business worldwide

ARE YOU EXPORT READY?

Helping SME's plan a successful export strategy with our global business data and digital marketing solutions

BEFORE YOU GET STARTED...

RESEARCH YOUR MARKET

Is there a potential need for your product or service?

Research key regional locations to identify suitable markets

IDENTIFY COMPETITORS

Will you be competitive in your target market?

It will be helpful to find out your competitors market share

BUILD UP CUSTOMER INSIGHT

Do you understand who your customers are?

Meet your customers - consider language & cultural differences

YOU SHOULD ALSO CONSIDER...

EFFICIENT DISTRIBUTION

How best to manage the practical side of distribution?

Identify companies who can distribute & get your product to market

FIND PROSPECTS POTENTIAL

Target your sales & marketing strategy to match your market

Find the right type of customers for your business

EFFECTIVE PROMOTION

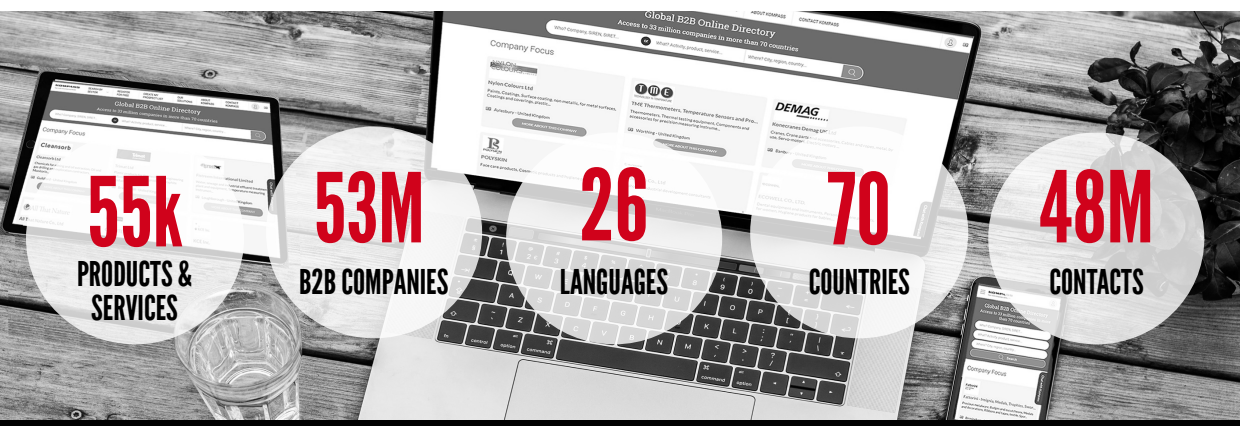
Consider how best to promote your business effectively?

Any promotion must reach the relevant global audience

PLANNING YOUR EXPORT STRATEGY...

- Make a financial plan to fund your export strategy
- Consider how and when you will get paid
- Make sure you understand what the financial risks might be
- Identify the most effective sales route to market
- Find out how best to make distribution economically viable
- Plan logistics - get your export documentation in order
- Understand & protect your intellectual property
- Consider how you can maintain your competitive advantage

HOW KOMPASS CAN HELP YOU...



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