

STEP-BY-STEP PROCESS



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- **Step 1: Market Research and Analysis**

- Understand target markets, consumer behavior, and trends.
- Assess market demand, competition, and regulatory requirements.

- **Step 2: Product Adaptation and Localization**

- Modify products/services to align with local market preferences.
- Customize packaging, labeling, and branding strategies.

- **Step 3: Regulatory Compliance and Documentation**

- Identify and comply with international trade regulations.
- Secure necessary permits, licenses, and certifications.

- **Step 4: Financial Planning and Export Financing**

- Evaluate costs, pricing strategies, and currency fluctuations.
- Explore financing options, export credit insurance, and funding opportunities

- **Step 5: Logistics and Supply Chain Management**

- Develop efficient shipping, distribution, and inventory management plans.
- Partner with reliable logistics companies for seamless operations.

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- **Step 6: Market Entry Strategies**

- Define market entry modes: direct exporting, agents, distributors, etc.
- Establish partnerships and networks for market penetration.

- **Step 7: Marketing and Promotion**

- Develop comprehensive marketing strategies for global reach.
- Leverage digital marketing, trade shows, and local advertising.

- **Step 8: Negotiation and Contracting**

- Negotiate contracts, terms, and agreements with international partners.
- Ensure legal compliance and clarity in contractual obligations.

- **Step 9: Post-Sale Support and Customer Service**

- Implement after-sales support, warranties, and customer service strategies.
- Build long-term relationships and gather feedback for improvement.

- **Step 10: Continuous Improvement and Evaluation**

- Monitor performance, adapt strategies, and evaluate market feedback.
- Continuously improve processes for sustained growth and success.

ABOUT THE AUTHOR



Faruk M. Khair, is the CEO and founder of I-MAVE | International Maverick. He is a management consultant, certified global business professional, certified global business trainer, international business coach & mentor and a seasoned International Business Specialist with 25+ years of senior executive experience in global roles bringing unparalleled expertise to guide your export business success. Mr. Khair has empowered SME Exporters with insights drawn from the successful track record of guiding over 40 global exporters from US, Europe, Africa & Asia.

**I-MAVE Strategic Insights, Analysis & Thought Leadership Focus On SME
Export Business**

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