

START YOUR EXPORT JOURNEY, STEP BY STEP.

Use this export checklist as a quick reference for everything from building your export plan to weighing your return options once you've gone global.



1 PREPARE FOR SUCCESS.

- Have exportable products
- Practice due diligence
- Grasp cultural differences
- Be financially stable

2 GET READY TO GO GLOBAL.

Use the questionnaire and other resources we've compiled for you in our Export Roadmap to see if you're ready.

3 BUILD AN EFFECTIVE BUSINESS PLAN.

- Executive summary
- Export policy commitment
- Background analysis
- Market analysis and strategy implementation
- Financial analysis
- Logistics — mode of transportation, speed, rate quotes, etc.

4 DETERMINE PRICING.

- Consider your business model
- Compute actual cost of exporting + final consumer price

Tip: Be sure to include non-market costs, like tariffs, customs fees, etc.

5 IDENTIFY BUYERS.

Don't sell to just anyone. Use the services and resources you'll find in the Roadmap to locate qualified buyers and avoid those on the Denied Parties List.

6 MOVING YOUR PRODUCT.

Five things to consider:

1. Does your product need to be altered for cultural reasons?
2. Does the country have specific shipping regulations?
3. Is your customs paperwork accurate and complete?
4. What shipping service(s) will you use?
5. Are you saving money and/or reducing waste with proper packaging?

7 EXPLORE PAYMENT OPTIONS.

Starting with the most secure option for the exporter, these are the basic methods of payment:

- Cash in advance
- Documentary letter of credit
- Documentary collection or draft
- Open account

8 PLAN AFTER-SALES SUPPORT.

Three points to consider regarding international returns:

1. Does your product come with a warranty for repairs? If so, where will the repairs be done and who will do them?
2. What is your return policy for order replacement in the event of ordering errors?
3. Is the value of your product high enough to warrant the cost of returning and replacing? Or is a quick replacement a more customer-friendly option that will ensure satisfaction?

9 KEEP YOUR PLAN RUNNING SMOOTHLY.

Revisit, re-evaluate, and tweak your plan regularly to maintain a successful export operation. It's important to stay flexible and to notice when you need to change your model to increase efficiency and profit.

For a comprehensive guide to exporting, complete with tips, tools, and resources, jump over to our Export Roadmap. [Let's go](#)