

# Exporting made easy

## First steps in export



*“Developing a new market anywhere (interstate or overseas) requires an investment of time and resources. You need to be sure at the start that export will benefit your company.”*

***This guide provides advice on the first steps in preparing your company for export. It deals with learning the basics of exports, how to proceed, and who to contact for help.***

### Learning the basics

Successful exporters are adaptable, well-organised and committed to growing their business internationally. Companies that do well at home can generally export. You first need to learn how foreign markets operate and how your company can adapt to this environment. International business also has a language that is somewhat different from domestic sales.

Learning new terms and concepts is essential – but not difficult. There are many people to help you on the export journey.

### What does export mean to my business?

Exporting will provide your company with prospects for growth in profits and competitiveness. The Australian market is open to international forces so if you are successful in Australia there is a good chance your product or service will meet international competition.

Developing a new market anywhere (interstate or overseas) requires an investment of time and resources. You need to be sure at the start that export will benefit your company.

Any new business strategy requires commitment – and none more so than exporting. You need to have all your staff signed on to the company's export success.

List your major concerns and address them with an Austrade/TradeStart Export Adviser.

### Talk to your banker and accountant early

Exporting requires financial resources and the capacity to fund market development. Make sure your business has the capacity to finance its expansion into export activity. A basic export strategy will provide you with an indication of the budget you will require in the early years when you are building your export business.

A sound export strategy will help you in dealing with bankers, financial advisers and government agencies. It will ensure you grow within your capability – and not stretch resources.

## Specialist advisers



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## Tips for your global growth strategy

- Make sure your domestic and international marketing activities are aligned.
- Recognise your competitive strengths and provide for weaknesses.
- Create your export strategy with quantifiable objectives.
- Use the export planning tools available online.
- Develop basic scenarios to test how your company will respond to change.
- Keep it brief – but keep it current.
- Seek out others to review your strategy.

## About BDO Kendalls

BDO Kendalls is the fifth largest professional services network in the world with around 31,500 people in 626 offices in 110 countries.

With over 140 partners and directors and over 1200 staff based in all Australian States and Territories, we offer a wide range of business and advisory services including Audit & Assurance, Business Recovery & Insolvency, Consulting, Corporate Finance, Corporate & International Tax, Forensic Services, Private & Entrepreneurial Clients, and Risk Advisory Services. These services are provided to individuals, large companies and small to medium growth-focused enterprises across a broad range of industry sectors, as well as the public sector at Federal, State and Local levels.

Our strategy is to provide our clients with a **Distinctively different** choice through our relationship driven service style backed by our broad capability and specialist expertise.

## About the BDO Kendalls/Austrade Corporate Partnership

BDO Kendalls and Austrade announced their alliance in December 2007. Austrade provides businesses with valuable advice, expertise and support through its specialist industry teams and networks in over 60 countries.

Working with Austrade provides a valuable combination of services and expertise for Australian businesses seeking to start exporting or for those wishing to expand their international business operations.

## Are you ready to Expand globally

If your business is ready to 'Go for Growth' and 'Expand globally', talk to one of our specialist advisers, or visit our website for more information on growing your business and expanding internationally.

**Phone 1300 138 991 or visit [www.bdo.com.au](http://www.bdo.com.au)**

**Adelaide, Brisbane, Cairns, Canberra, Darwin, Hobart, Melbourne, Perth, Sydney**

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