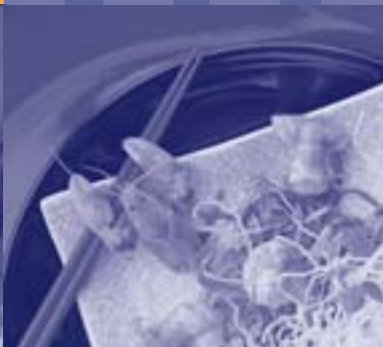


Exporting

FOR THE FUTURE

Export Plan Competition
as a unit of study



exporting

FOR THE
FUTURE

*Export Plan Competition
as a unit of study*

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Export Plan Competition

The annual **Austrade Export Plan Competition** enables secondary students to study the steps that businesses follow to become exporters. The competition enables students to study a business in depth and explore the export potential in their local area. The students will gain an appreciation of business planning decisions while the non-exporting business will gain an understanding of their export capabilities and potential markets. This project can also help to forge stronger links between schools and the local business community.

Entrants prepare an export plan for a real Australian business that produces goods or offers services with export potential, but has never exported. Students must seek the cooperation of the business owner/manager for involvement in this exercise and include a short response from the business owner/manager in the export plan submission. The national winner or team representative, accompanying parent/guardian if the winning student is under 18, and the owner/manager of the business subject of the winning export plan will be sponsored to attend the Australian National Export Awards presentation dinner in November.

Dates: January to the third week in September each year. State winners will be announced in October and national winner at the National Export Awards presentation dinner in November.

Contestants: Open to students enrolled in an Australian secondary school during the year, but with a maximum of two entries from any school. Schools may use this competition as a class exercise at any time and submit their two best plans. Schools may choose to enter export plans prepared by up to two teams or individuals, however, if the winning national entry is from a team the student representative nominated on the entry form will be the student sponsored to attend the National Export Awards presentation dinner in November.

Judging panel: The judging panel to determine state and national winners will consist of two Austrade representatives and an industry representative. The judges' decision will be final.

Award divisions: Prizes will be awarded to the entry judged best in each state and territory. There will be separate metropolitan and regional awards for each of the populous states of Qld, NSW, Vic, SA and WA, while Tas, NT and ACT will have a single award each. The metropolitan and regional divisions will be based on ABS definitions. The national prize will replace the state or territory prize for the winner.

Prizes:

- * National - \$2,000 for the winning entry plus fares, accommodation, transfers and Export Award dinner for the student, parent/guardian and export plan business owner.
- * State and territory - \$500 each winning entry.

The Export Plan:

Submit to Manager, Education Programs, Austrade in report format, using appropriate tables and graphs and with an entry form completed by the entrant, school principal or delegate and owner/manager of the subject business. Entries may be emailed to education@austrade.gov.au.

The steps to develop an export plan are explained in Chapter 4 of the Austrade book, *Exporting for the Future Resources for Years 11 and 12*. Additional export planning resources and check lists are contained in this booklet and at www.austrade.gov.au/studentcentre/.

Preamble

This unit of study enables students to achieve a number of learning outcomes associated with international trade and globalisation in an experiential learning environment. Through their study of local businesses' export potential, opportunities and barriers students will be able to apply their theoretical knowledge to analyse firms' business fundamentals, suitable global markets, market entry strategies, marketing techniques and administration issues.

The export plan study not only gives students the opportunity to apply business, economic and marketing theory but it encourages them to consider the global potential and small business opportunities in their own neighbourhoods.

While students should complete each section for a balanced study, curriculum and assessment requirements will naturally lend emphasis to particular sections. Likely areas of emphasis are

Business

Section 2—Export capability assessment for a detailed analysis of business operations

Section 7—Export administration for a study of financial, intellectual property and risk management issues

Economics

Section 3—Export market research for globalisation issues, trade barriers, government policies

Section 5—Market entry strategies for business structures and global growth options

Section 7—Export administration for a study of risk management and hedging against exchange rate movements

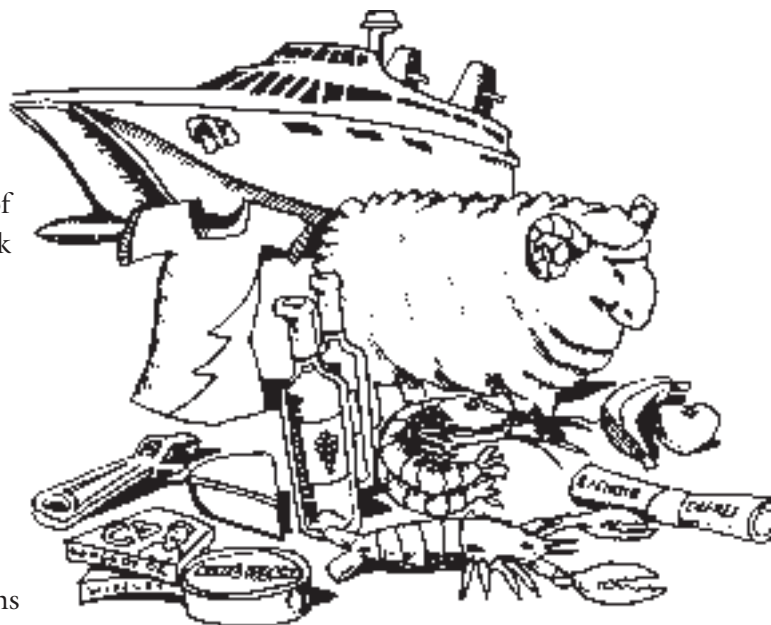
Marketing

Section 6—Marketing strategies for the global four 'Ps' of marketing

SOSE/HSIE/S&E

Section 4—Visiting the market for a detailed study of a country's culture, business conventions, government structure, economic and social development.

The businesses involved as study subjects should receive the students' independent assessment of the business and export opportunities, which may encourage them to review their business plans and further explore the suggested export options.



Study outline

Preparation: Copies of Chapter 4 *Exporting for the Future Resources for Years 11 and 12 (EFF 11/12)* and the supplementary resources and checklists contained in this booklet.

Topic	Activity	Time
Introduction/ engagement	a) Outline the importance of exporting to our economy. (See p 5 and <i>EFF 11/12</i> pp 30-31)	10 mins
	b) Brainstorm the reasons why Australian businesses export. (p 5) c) Brainstorm business types with export potential. Include * Rural goods * Manufactures * Services (See <i>EFF 11/12</i> pp 41, 48, 81 for examples)	10 mins 10 mins
	d) Brainstorm local non-exporting businesses with potential to export and short-list firms to approach as export plan subjects.	10 mins
Discovery	a) Students break into project groups (1-4 students) and select businesses they will approach.	10 mins
	b) Groups prepare their promotional bids to gain selected businesses' support and involvement. Include I. Benefits to business • Detailed business profile and analysis prepared • Competitive SWOT analysis prepared • Time consuming market research done for them • Market entry and marketing strategies suggested • Overview of growth potential through exporting II. Reassurance of privacy • No information released without permission • 'Ball park' financial figures used, if preferred III. Business's local community service opportunity	30 mins
	c) Group representatives approach selected businesses.	30 mins
	d) Groups discuss tasks involved in each plan section (<i>Exporting for the Future</i> Chapter 4) and establish a project plan with each section's completion date and group meetings to finalise each section. Students allocate these tasks equitably, begin their research and develop the plan using Chapter 4 and the supplementary resources and checklists. Each section builds on research, analysis and decisions of earlier sections.	3-5 weeks
Consolidation	a) Ask students to consider whether the export plan study was of value to their business and community in the long term.	10 mins
	b) Conduct a class discussion based on the open-ended statement: <i>'After completing this plan I learnt...'</i>	15 mins

The importance of exporting

Employment

- 1 in 5 Australian jobs rely on exports, 1 in 4 jobs in regional Australia
- Exporters tend to pay higher wages, employ a higher proportion of full-time permanent staff and are more likely to provide training for their staff than non-exporters
- A 10 per cent increase in exports could create 70,000 new Australian jobs

Living standards

- More open trade has increased average annual family income by \$1,000 each year since 1986
- Foreign exchange earnings allow Australians to import a wider range of products at lower prices

Business benefits

- International competition encourages businesses to be more innovative and use new technology
- Exporting businesses generate growth in infrastructure, production facilities and research and design

National benefits

- Business and international relationships are improved through exporting
- Exports and investment provide almost a quarter of Australia's total income
- Exports add diversity to Australia's national income, providing wider markets and less vulnerability to global economic downturns.

Why businesses export

- Enhance competitiveness by expanding understanding of customer requirements, competitor activity, business know-how and new technologies
- Long-term expansion
- Exploit unique technology and expertise
- Acquire resources and technology
- Improve return on investment and increase profitability
- Balance seasonal or cyclical fluctuations
- New opportunities for growth with a wider sales base
- Economies of scale and continuing production
- Utilise excess production capacity
- Extend the life of a product
- Respond to perceived demand in overseas markets, such as niche markets.



Supplementary resources and checklists

Export Plan Section 1—Executive summary

The export plan begins with a short summary of the main goals and recommendations to be presented. It helps the reader understand the overall direction of the plan. Some firms also include a state of the business mission, which describes the business they are in, the products they intend to export, the target market and the activities they have planned. This is usually prepared at the end of the planning process, but placed at the beginning of the export plan.

Export Plan Section 2—Export capability assessment

2.1 Develop a business profile

To determine if it could export profitably a business needs to consider why it wants to export, whether its products or services are exportable and whether it is capable of exporting.

The business

- Name
- Contact
- Street address
- Postal address
- Telephone
- Facsimile
- Email
- Internet address
- History of company
- Description of product or service lines
- Number of employees and their skills
- Number/location of production facilities

The product/service

- Specifications
- Age of product/service
- Typical users
- Manufacturing /development methods
- Typical use of product/service
- Features/benefits of product/service

Sales and marketing—current marketing strategy

- Target markets
- Current market position
- Samples available
- Quality
- Product/service availability
- Export potential
- Willingness to adapt product or service
- Preferred distribution
- Australian content
- Willingness to travel overseas
- Freight specifications

Team approach to business—committed expertise working together

- Financial controller, or accountant
- Technical/engineering staff, and/or production staff
- Marketing staff or consultant
- Administration, senior management (including the chief executive)
- Someone who has experience with the market

2.2 Analyse strategic marketing fundamentals questionnaire

- Why do customers buy from the business rather than competitors today?
- Why do they buy from the competitors?
- Why don't potential customers buy at all?
- What does the business have to do to be successful in the future?
- What is its competitive advantage?
- What are its information gaps?

2.3 Build a competitive SWOT

- Strengths of company
- Weaknesses of company
- Opportunities open to company
- Threats facing company
- How can the strengths be used?
- How can the weaknesses be overcome?
- How can the opportunities be grasped?
- How can the threats be avoided?



2.4 Consider reasons for exporting

- Enhance competitiveness by expanding understanding of customer requirements, competitor activity, business know-how and new technologies
- Long-term expansion
- Exploit unique technology and expertise
- Acquire resources and technology
- Improve return on investment and increase profitability
- Balance seasonal or cyclical fluctuations
- New opportunities for growth with a wider sales base
- Economies of scale and continuing production
- Utilise excess production capacity
- Extend the life of a product
- Respond to perceived demand in overseas markets, such as niche markets.

2.5 Consider management commitment

Senior management should show leadership in setting export objectives and providing appropriate resources (including time and funding), supporting the program, allocating time to managing the program, and assigning personnel to carry out the transactions.



Export Plan Section 3—Export market research and selection

Before selecting a market business managers need to analyse their market segment, market position, and a number of possible export markets. This research and screening process is time-consuming, with approximately 70 per cent of export preparation time spent on research and assessment and 30 per cent on finalising details and actually exporting.

3.1 Export market segmentation

Segmentation parameters	Example of possible segments	Business customer group
Age	Toddler, child, teenager, adult under 25, 25-34, 35-64, 65+	
Sex	Male, female	
Occupation	Sales person, farmer, trades person, teacher, student, accountant, domestic duties, business person, senior manager, other	
Family life cycle	Single, married, divorced, elderly, children under six, children over six, married, children left home	
Income	Under \$30,000, \$30,000 - \$50,000, \$50,001 - \$75,000, over \$75,000	
General industry type	* Small, medium, large business * Government, public and private sectors * Industrial, consumer and other markets	
Specific industry	Financial, professional services, trades, education, computer, marine, electrical engineering, railways, rubber, chemical, food, agriculture liquor, other	
Geographic	* Continents * Countries * States * Suburbs	
Attitude	Any attitude toward life: environmentally or politically involved, current or future concerns, price conscious, seeks long term advantages, influenced by image or prestige, other	
Lifestyle	Health conscious, active, adventurous, other	
Usage rates	* High, medium and low users * First time, existing users, other	
Benefits desired	Buys for product benefits offered, low price, technical performance, quality, prestige, user friendliness, labour saving, durability, dependability, other.	

3.2 Possible export market position

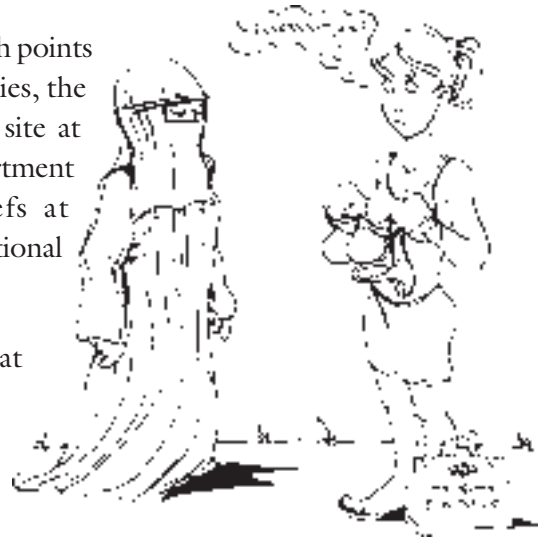
- Lower, middle or upper price and quality range
- Mass, sectional or exclusive appeal.

3.3 Export market research

To select possible overseas markets use as many research points as possible, for example Austrade’s Market Profile series, the Industry Country section of the Austrade Internet site at www.austrade.gov.au/industrycountry/, the Department of Foreign Affairs and Trade Economic Briefs at www.dfat.gov.au and publications from some international banks.

Identify markets showing strong opportunities that match the firm’s strengths.

For each possible export market, list the sources of market attractiveness in descending order of importance. Consider



Sales potential	Time taken to consolidate the market position
Market size (total production + imports - exports)	Business risk
Per capita consumption of product/service	Strength of competition - their advantages
Market growth trends, contributing growth factors	Export environment (legal, customs, view of Australia, political situation)
User attitudes and behaviour	Product life cycle stages
Ease of entry and barriers	Accessibility of distribution
Reward expected	Competitiveness of product
Market saturation	Range of product pricing in the market
Market development costs	Differentiation between products in the market.



Export Plan Section 4—Visiting the market

Review the outline of market visit preparations on pages 95-87 in *Exporting for the Future Resources for Years 11 and 12* before preparing the following points.

Additional information is available at www.austrade.gov.au/industrycountry/.

4.1 Initial research in preparation for a visit

- Hours of business and public holidays
- Any difficulties getting from one place to the next
- Need for an interpreter for business meetings
- Type of accommodation available
- Communication material required for meetings
- Length of time required to accomplish all tasks
- Appropriate appearance and dress for meetings.

4.2 Steps to take in preparation for a visit

- Confirm suitability of distribution channels selected
- Check the competitors' pricing, product/service, characteristics, perceived strengths and weaknesses, buyer behaviour, customer service/support packages of competitors, etc
- Conduct initial pricing analysis based on market prices for similar products/services
- Analyse competitors' promotional activities including packaging and advertising
- Review industry standards and other regulations and determine the cost of any applications, testing and approvals which impact on the product/service
- Collect any industry statistics available which provide further information on the market
- Hold brief meetings with prospective distributors
- Dispatch product samples or service promotional literature by air-freight to those companies which have advanced to a formal stage of product/service review.



4.3 Steps to take during a visit

- Give demonstrations to key sales personnel in these companies
- Develop relationships with possible distributors and confirm marketing strategy options
- Discuss the proposed marketing plan with each company visited
- Set out a proposed draft agreement to selected distributors
- Obtain recommendations from possible distributors relating to packaging, pricing, product/ service features, which would help refine and develop the marketing plan
- Dispatch trial orders to a number of possible distributors for test-marketing
- Confirm financial arrangements and distribution arrangements for the trial market
- Meet with prospective distributors and evaluate the shipment, review the order dispatch and shipping cycle, develop control systems for forecasting and future orders
- Attend sales meetings as the product release program commences
- Finalise an agreement with a preferred distributor for signature.



Export Plan Section 5—Market entry strategies

Review the range of market entry strategies listed on pages 97-8 in *Exporting for the Future Resources for Years 11 and 12* before applying the following criteria to assess each relevant potential partner.

Additional information is available at www.austrade.gov.au in the New Exporters Information section under Different ways to take your business offshore. The section called Expanding Your Export and Investment Ventures also has detailed information under Market entry strategies.

5.1 Common market entry strategies

Most successful **consumer goods** exporters use **agents** or **distributors**, developing a close, long-term relationship based on mutual trust. Agents find customers on behalf of the exporter and usually receive a fixed percentage commission or a regular payment. Distributors buy a business's products and resell the goods directly to their own customers overseas.

Commodities, industrial goods and products with **few end-users** are often exported directly to customers.

Exports of **services**, particularly those with a high proportion of intellectual content, use a wider range of market entry strategies, including **franchise** and **manufacturing under licence**.

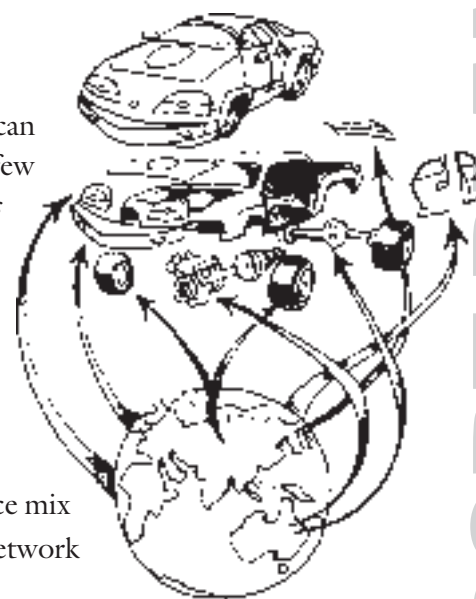
Some markets require exporters to employ a local agent or form joint venture partnerships in order to improve their country's technology and skill levels.

5.2 Global supply chains—new SME openings

Global supply chains offer a new way for small and medium sized enterprises (SMEs) using e-business to enter the global market place. Large, global businesses purchase their components, equipment and services from numerous SMEs globally. SMEs apply to become providers for specific projects. They must be able to provide competitive, quality equipment and services to strict timelines and exact specifications register with large firms. SMEs, such as automotive components manufacturers, can benefit from stable, long-term supply relationships with a few large global firms. (See also *Exporting for the Future Resources for Years 11 and 12* pp 8-10.)

5.3 Assessment of potential partners

- Understanding of the market
- Product/service knowledge
- Compatibility
- Location and facilities
- Sales capability and marketing policies
- Stability
- Management capability
- Product/service mix
- Distribution network
- Promotion.



Export Plan Section 6—Marketing strategies

Review the marketing strategies discussed on pages 100-107 in *Exporting for the Future Resources for Years 11 and 12* before applying the following criteria to the market.

6.1 Product

Quality

- Do products and services meet specifications and standards required by customers?
- Do products and services consistently meet the needs and preferences of customers?
- Do component suppliers meet the business's standards?

Features

- Are product features competitive with those offered by competitors?
- Do features reflect the local culture/customs?

Style

- Does the style of the products reflect customer tastes/preferences?
- Would style changes to the product improve sales, outweighing the costs involved?



Sizes

- Do sizes conform to legislation?
- Can size changes provide a marketing difference to attract customers?
- Does the size adversely affect the quality of the product?
- Can size be changed to fit freight container limitations and reduce freight costs?

Brand name

- How important is control over the brand name, in the short and long term?
- Will consumers pay a premium for a branded product?
- What support can the business provide for the brand name?
- Will the representative protect the brand interests?

Packaging

- Will the product survive additional handling and the heat/humidity of the tropics?
- Will the product inside the packaging be finally presented as intended?
- Does the packaging comply with Australian and the importing country's regulations?
- Is the external labelling in the language of the importing country?
- Can the packaging be reused or recycled?
- Should instructions for packaging (assembly/specifications) be in the local language?
- Will the label stay on?
- Would it be helpful for labels to be in more than one language?
- Would it be helpful to include some product information on the label?
- Does the label reflect local culture?

After-sales service

- How does the after-sales service compare with the competition?
- What are the legal service requirements?
- Are the local service providers trained and have they the necessary skills?
- How much service/maintenance will be handled from Australia?
- Are the servicing costs manageable?



6.2 Price

Successful exporters are more likely to sell on quality and features, building customer loyalty, rather than competing solely on price.

‘Cost plus’ price calculation

There are several ways of calculating an end price for an exported good or service. ‘Cost plus’ pricing involves taking the total cost and adding a margin in agreement with the distributor. It is a low risk approach, providing all costs are included.

Cost Factors	\$
+ Raw materials	
+ Manufacturing costs (e.g. raw materials)	
+ Export packaging	
+ Overheads	
+ Variable costs	
= Factory costs	
- Duty drawback on imported components	
= Net factory cost	
+ Finance costs	
+ Sales and marketing costs	
= Ex-works selling price	
+ Transport to wharf	
+ Wharfage and clearance costs	
+ Loading charges	
= Free on board (FOB) price	
+ Freight	
+/- Currency adjustment factor	
+ Banker surcharge	
+ Basic service rate additional	
= Cost and freight (C&F) price	
+ Marine insurance	
= Cost, insurance and freight (CIF) price.	

(For the Export Plan Competition students may need to enter ‘guestimates’ as businesses may not wish to disclose financial details.)

6.3 Promotion

Promotional mix

- What mix is most appropriate? (Y/N)

TV advertising		Direct mail	
Newspaper advertising		Trade Press	
Radio advertising		Internet site	
Personal Selling		Public relations/publicity	
Giveaways or discounting		In-store promotions	
Trade fairs and displays		Samples.	

- What are the costs and benefits of using the methods you have chosen?

Financial considerations

- What is the promotional budget recommended to achieve target sales?
- What is the estimated cost?
- How will the promotional program be funded?
- What are the proposed contributions by the local representative?

Performance criteria

- What is the measurable objective of the promotional program?
- Who will assess the effectiveness of the promotional program? When?



6.4 Place (Distribution)

Distribution chain

- What are the levels of distribution before the product or service reaches the consumer?
- What mark-ups apply at each level?
- Is this chain of distribution best for the product or service or the business?
- Is each level of the distribution chain satisfied with the service received from the previous level?
- Are there any bottle-necks in the chain?
- What controls does the business have over each distribution level?
- Should the business move down the distribution chain through acquisition, joint venture or a marketing alliance? What would be the effect on the sales and on the costs?
- Is it possible to improve the product/service distribution?
- Are there advantages in offering technical, promotional or training support to any level of the distribution chain?
- Are the competitors doing anything to support distributors?

Market coverage

- What is the area covered within the target market?
- Does the proposed representation cover this area?
- Are there better options for selling into market niches within the target area?
- Is the arrangement with the representative exclusive?
- Would the appointment of other distributors improve the sales?
- What do the major competitors do regarding coverage?

Locations

- Is the business represented in all strategic locations in the market?
- What are the advantages/disadvantages of having more outlets?

Inventory

- Does the existing inventory policy meet the requirements of the overseas customers?
- Do contingency plans cover random events, such as a four-week dock strike in Australia?
- What are competitors' inventory levels?
- Would retailers hold additional stocks of products?
- Is there any way of reducing inventory holdings?

Transport

- Can the business choose between sea and air freight?
- What are the total costs per kilogram or unit for each transport option? Include indirect costs such as storage, financing, documentation, pilferage, damage, rejections etc.
- What are the competitors doing?
- What would the market prefer?
- Can the product be assembled/finished in the market?
- Can the product be modified to optimise shipping space?
- Will the internal and external packaging withstand the toughest environmental conditions?
- Does the business have the expertise to handle the forwarding program, or should they use a freight forwarder?
- What other issues need to be addressed to get to the market?

Export Plan Section 7—Export administration

Exporting transactions are generally more complicated than those for the domestic market as you are dealing with different cultures underpinned by different legal systems. After deciding the market to target and the most appropriate market entry strategy for the business, there are several matters to consider before committing to an export deal. The technicalities associated with export activity can upset export efforts without careful planning and professional advice.

Review the export administration section on pages 110-113 in *Exporting for the Future Resources for Years 11 and 12*.

7.1 Finance

One of the greatest difficulties in exporting is obtaining finance. However, loan rejections by banks can be due to poor proposal preparation and presentation, and a lack of business and export plans. The keys to successful export are

- Identifying the amount of finance needed and when it will be needed, during the budgeting stage of planning.
- Knowing where to obtain the finance that is available and what is required to obtain it. Professional financial advisors can assist.
- Obtaining the appropriate type of export finance for both long and short term needs.
- Identifying and minimising the risk to the business in the exporting venture.
- Ensuring that all financing and risk insurance costs are understood, accounted for and recovered during the export program.
- Identifying and securing sufficient working capital while building exports.
- Being able to assure the financial provider of the business's sound financial proposition.



Other details the bank will want to know

- The business's financial history and current financial position
- Their experience with the goods or services targeted for export
- Their experience with export
- Their experience in the chosen market
- The period of finance required
- The method of payment by overseas buyers and whether EFIC insurance cover has been obtained.

The **Export Market Development Grants (EMDG)** scheme, managed by Austrade, pays cash rebates to small and medium sized Australian based businesses that have promoted their products in overseas markets. Up to 50 per cent of eligible expenses may be reimbursed, less the first \$15,000. To access the scheme for the first time, businesses need to have spent \$15,000 over two years on eligible export marketing expenses. The scheme supports a wide range of industry sectors and products, including inbound tourism and the export of intellectual property and know-how outside Australia.

7.2 Legal agreements

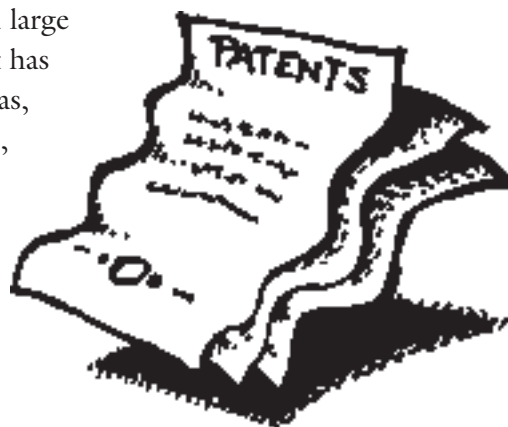
Contracts are extremely important. Overseas partners or customers can participate in physically handling goods, promotion and sales, customer service, financing, and some risk taking. The legal agreement with intermediaries will determine whether the business has control over their activities and the power to dissolve the business arrangement. If a company overseas has sole distribution rights to manage and promote the business's goods for five years, but they misrepresent the business or do not provide the expected level of customer service, it may not be possible to cancel the agreement unless it contains a termination clause.

Having a contract is not always enough. In some countries the contract may not be enforceable, depending on the contract laws. Also the cost of legal assistance and court fees may be too expensive to enforce a contract.

7.3 Protecting intellectual property

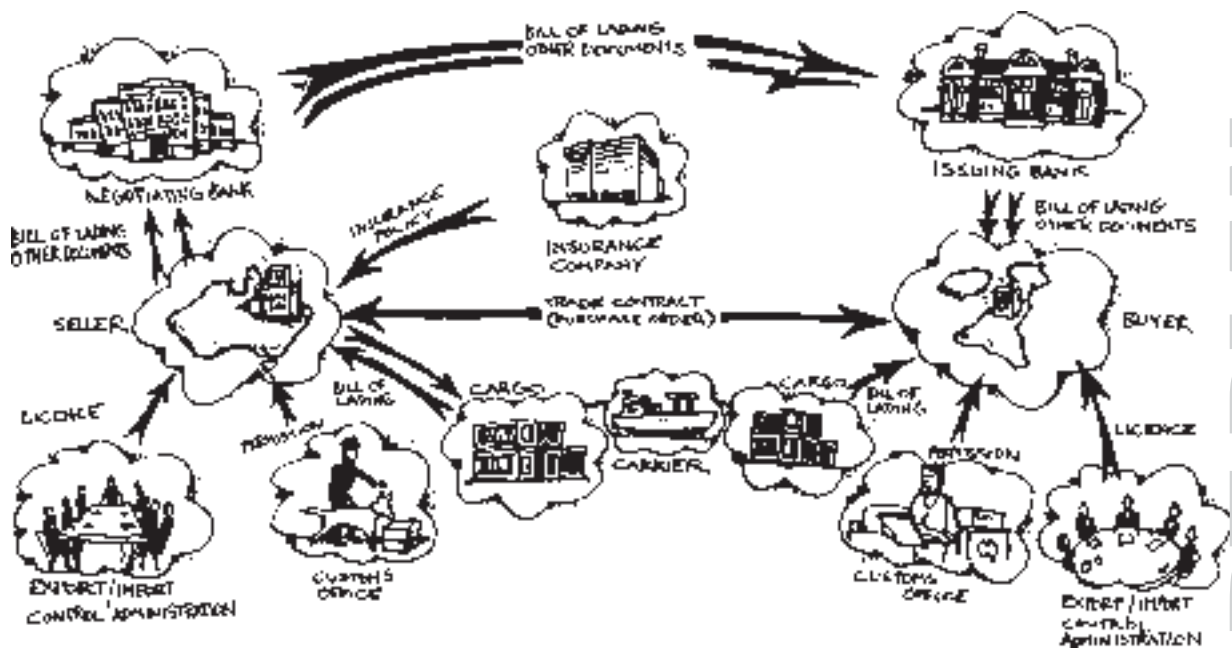
Many businesses find success through research and innovation. Protection of intellectual property (IP) rights should be a priority before contacting international markets, leaving samples with customers or publishing information about the product.

A business's IP is a valuable asset, which covers a large range of business activities, so list everything that has been created by the business and is essential (ideas, products, services, technology or techniques, promotional literature).



7.4 Getting paid

Getting paid is usually at the top of everyone's mind when beginning an export endeavour. What is most financially risky to an exporter is least risky for the importer, and negotiations usually favour the party with stronger bargaining power. The means of payment will be stipulated in the Contract of Sale. The safest way for getting paid, apart from arranging for cash, is a confirmed, irrevocable letter of credit. Each market has its common financial arrangements, for example in South East Asia 'open account' is a common form of payment and is usually secured against non-payment with insurance from the Australian Government's Export Finance Insurance Corporation (EFIC) or private companies, such as QBE Insurance. Banks' international departments produce detailed payment options publications.



7.5 Minimising currency exchange risk

Currency fluctuation cannot be ignored, especially when there are extended terms of payment. Exchange rates can change quickly. The business can arrange a forward exchange contract agreement with its bank to buy a foreign currency at a 'set' rate for a nominated future date. The risk is that the Australian dollar exchange rate may improve against the other currency, but if it crashes the business is protected. Alternatively, some businesses take out a foreign currency options contract.



Export Plan Competition For Secondary Students

Entry Form

Post to: The Manager Education Programs, Austrade, GPO Box 2386, Canberra ACT 2601. Post marked by close of business (COB) Friday third week in September each year

Individual student entrant's or team representative's name:	<input type="text"/>		
Other team members' names, if applicable:	<input type="text"/>		
School name:	<input type="text"/>		
School address:	<input type="text"/>		
Post code:	<input type="text"/>	<input type="text"/>	
School telephone number:	<input type="text"/>	-	<input type="text"/>
School fax number:	<input type="text"/>	-	<input type="text"/>
Entrant's date of birth:	<input type="text"/> / <input type="text"/> / <input type="text"/>	Entrant's year level:	<input type="text"/>
Principal or delegate declaration: The attached plan is wholly the work of the entrant/team, who is/are enrolled in a current course of study at this school.			
Principal / delegate name:	<input type="text"/>		
Principal / delegate signature:	<input type="text"/>	Date:	<input type="text"/>
Details of the business outlined in this export plan			
Business name:	<input type="text"/>		
Owner's / manager's name:	<input type="text"/>		
Business address:	<input type="text"/>		
Business telephone number:	<input type="text"/>	-	<input type="text"/>
Business fax number:	<input type="text"/>	-	<input type="text"/>
Business owner / manager comments. (Please comment on the value of this exercise for your business.)			
<input type="text"/>			
Business owner's /manager's signature:	<input type="text"/>	Date:	<input type="text"/>
Would you like an Austrade representative to contact you regarding your export potential?	<input type="checkbox"/>		
Would you like to be sent information about Austrade's services?	<input type="checkbox"/>		

Export plans, when lodged, will remain the property of Austrade.

