

~LOCAL BUSINESS, GLOBAL WINNER~

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Introduction

Exporters are likely to be more innovative than non-exporters. This innovation comes from a number of qualities including vision, determination and a sound understanding of the particular industry and its market. These entrepreneurs know their global competitors and the latest practices, enabling them to see opportunities.

In this investigation you will be encouraged to research local businesses in your region that have become global winners and to understand what unique qualities these innovative entrepreneurs have that enable them to develop an export advantage over other local and global businesses.

The question

The main questions you will be asked to answer are:

- **Which local businesses are ‘winners’ in the global arena?**
- **What elements do these successful business ventures have in common?**

Background information

Before focussing on one local business in your area it is important to understand the role that exporters play in the Australian economy. Use the links below to answer the six general questions about exporters:

- Who are Australian exporters?
- What makes them successful?
- Where are they located?
- When did they begin exporting?
- Why are they exporting?
- How did they begin exporting?

At this stage you will need to discuss the answers to these questions in a group or with your teacher and you will complete the written work later.

[Australian Suppliers Database](#) (www.austrade.gov.au/)

This is a list of Australian exporters on the Austrade site. Select New Exporters Information from the menu and follow the links to the Australian Suppliers database.

[Why Australia needs exports](#)

(www.austrade.gov.au/cda/why_australia_needs_exports.pdf)

Read this discussion paper on the benefits of exporting for Australians.

[Success stories](#) (www.austrade.gov.au/mediacentre/)

Follow the links to success stories for a comprehensive list of successful businesses in Australia

Group process

Now that you have some background knowledge on Australian exports, it's time to learn more about small and medium-sized businesses that are already global successes as well as locate an enterprise in your local area that has been an innovative, global winner.

- The class should divide into groups of four to five students with each group focussing on one local export business as well as researching global winners from other parts of Australia.
- Each group should answer the questions under each of the investigations as well as prepare an exhibition for a trade event promoting 'their' local business.
- Every student in the class should also draft a written response to the second part of the general question asked at the start of the WebQuest, 'What elements do these successful business ventures have in common?'

Global winners

Use the links below to learn more about small and medium businesses that have been **successful exporters**. You may also be able to take some examples from your teacher's *Exporting for the Future* books. Investigate 4-5 businesses. Specifically, look for answers to the following questions for a general overview of each business. Information may not be available to answer all questions for all businesses, but you are likely to find a pattern.

- 1) What does the business export? Where are its export markets? How much revenue comes from exports? Give details of the product or service exported.
- 2) Did the current owner create this business? How many employees work for this business?
- 3) How old is the business? What are its plans for the future?
- 4) What sort of market is the product or service sold by this business aimed at?
- 5) Why do you think that this business is successful? The business web site may have contact details and it would be useful to email any business that appeals to you to ask for any information not available on their site. Read the site thoroughly first to avoid wasting business people's precious time.
- 6) What innovations have been used to make this business successful? Consider business practices, niche markets, smart use of the Internet or technology, smart marketing, creative use of skills etc.

These are only general guidelines and you may have to research in more depth in order to investigate the elements common to innovative ventures.

[A digital entertainment company](http://www.wave-entertainment.com.au) (www.wave-entertainment.com.au)

[Ocean culture sandboards and accessories](http://www.oceanculture.com) (www.oceanculture.com)

[An on-line shop for tall women](http://www.longtallclothing.com.au) (www.longtallclothing.com.au)

[HotBods Creatures business site](http://www.hotbodscreatures.com.au) (www.hotbodscreatures.com.au)

[Small businesses in NSW](http://www.smallbiz.nsw.gov.au/) (www.smallbiz.nsw.gov.au/) Go to 'Resources for business: case studies'

[Directions for South Australia](http://www.directions-sa.net/) (www.directions-sa.net/)

Click on 'Archive' to find stories about entrepreneurs in SA that are innovative exporters.

[Macadamia food products](http://www.brookfarm.com.au) (www.brookfarm.com.au)

[A.C.T export award winners](http://www.business.gateway.act.gov.au/documents/dir70/doc536570.html)

(www.business.gateway.act.gov.au/documents/dir70/doc536570.html)

[Queensland export award winners](http://www.export.qld.gov.au/) (www.export.qld.gov.au/)

[Tasmanian Export Awards](http://www.development.tas.gov.au/exportawards.html)

(www.development.tas.gov.au/exportawards.html)

[Victorian export awards](http://192.148.120.87) (http://192.148.120.87)

[WA export award winners](http://www.indtech.wa.gov.au/trade/awards/honroll01.htm) (www.indtech.wa.gov.au/trade/awards/honroll01.htm)

[NT export award winners](http://www.abc.org.au/export.html) (www.abc.org.au/export.html)

[Business successes in SA](http://www.business-sa.com.au/) (www.business-sa.com.au/)

Innovative local entrepreneurs

Use the links below to research a **local business** for the first part of the question:

Which local businesses are 'winners' in the global arena?

Remember to use sources other than the Internet links. Some suggestions:

- Local media such as newspapers, television and radio. Successful businesses may be running advertisements in the local media.
- The business manager at your local council may be aware of 'success' stories.
- The local Chamber of Commerce or Progress Association could suggest some contacts
- Word of mouth, especially in small communities successful businesses are often well known.

It is essential that you make personal contact with the local business that you are researching but remember that their time is precious. Collect information from other sources firstly, prepare your questions carefully and appoint one pair to represent all groups at the interview.

Specifically, look for answers to the following questions:

- 1) General description of the local business: Who runs this business and when was it set up? What does it sell and export? Where are its markets? How does it export its products or services?
- 2) What research has the business done to understand the market?
- 3) What value does the company place on training?
- 4) How does the business use computer technology and the Internet? Have employees been provided with their own personal computers at work?
- 5) Is the entrepreneur willing to take calculated risks and develop new goods or services?
- 6) Is there a business and export plan? Does the business use budget forecasting?
- 7) Does the owner or manager belong to any formal business networking group? Are they willing to learn from overseas businesses?
- 8) Why do you think this business is successful?

[Yellow Pages Online](http://www.yellowpages.com.au) (www.yellowpages.com.au)

This search engine will help you to locate local businesses in your area.

[Business Advisory Centres in NSW](http://www.smallbiz.nsw.gov.au) (www.smallbiz.nsw.gov.au)

Go to section on Business Advisory Centre. This will give you a list of contacts for your local region. The small business centre in your region may be able to help you in your search for a local innovative project.

[NT Business Centre](http://www.tbc.nt.gov.au) (www.tbc.nt.gov.au)

[ACT Chamber of Commerce](http://www.actchamber.com.au) (www.actchamber.com.au)

[Business Enterprise Centres in Victoria](http://www.becvic.com) (www.becvic.com)

[Business Enterprise Centres in WA](http://www.communitywise.wa.gov.au) (www.communitywise.wa.gov.au)

[Chamber of Commerce in Queensland](http://www.commerceqld.com.au). (www.commerceqld.com.au)

[Business Tasmania](http://www.development.tas.gov.au) (www.development.tas.gov.au)

[Business Enterprise Centres in SA](http://www.becsa.com.au) (www.becsa.com.au)

[City search](http://www.citysearch.com.au) (www.citysearch.com.au)

This is an online business/city directory that will allow you to search for businesses in some regions of Australia.

[Google Search](http://www.google.com) (www.google.com)

A general search facility that may enable you to locate a business in your local area but you must be specific, for example type in 'Lismore business directory '.

Group task

To complete this task first obtain permission from the local business that you have been investigating

Pretend that your group will display the chosen business's product or service at an international trade event. (Choose one from the [TRADE EVENTS](#) link below). Research the market's business and cultural differences at the [AUSTRADE](#) site, also listed below. Be sure to adapt the product and marketing approach to suit that country.

As a group you must design a creative presentation for this 'trade event', which can be set up in the classroom or school hall. Local businesses can be invited to attend. Be innovative, use whatever technology available to 'sell' your local business to the overseas customers attending the trade event. You will need to:

1. Produce visual display: use posters, computers, photographs, videos etc to present an eye-catching display. Remember moving displays are more interesting than static.
2. Produce a brochure or pamphlet that customers can take with them. This should be prepared in English and the market country's language.
3. Produce a business card. This should be prepared in English on the front and the market's language on the reverse side.
4. Invite other classes to attend the event and to take on the role of market buyers or agents.
5. Network with event visitors, using their business cards exchange customs. (Research these customs at the Austrade site listed below)

[Trade events](http://www.austrade.gov.au) (www.austrade.gov.au)

Type 'trade events' on the [SEARCH](#) option of the Austrade home page and follow the links.

[Business customs of other countries.](http://www.austrade.gov.au/industrycountry/) (www.austrade.gov.au/industrycountry/)

Select a country and follow the links on the left for its social and business customs.

Individual task.

After looking at all the trade displays and researching innovative businesses that are already successful exporters, you are now ready to write a response to the second of the main questions in this WebQuest.

What elements do these successful business ventures have in common?

Conclusion

To complete this quest you had to complete some detailed research, co-operate to produce a display for an international trade event as well as write an individual report on elements common to successful entrepreneurs. You also now be more aware of the innovative business people in your local area.

How will you use these ideas and strategies? Perhaps you have been inspired by some of their stories to explore a wider variety of career options. It's all up to you. Good luck.

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