



Support of Export transactions

For companies wishing to enter new markets, we help to understand three fundamental issues: **financial and organizational readiness** to implement such transactions, conduct **product analysis** and **study the sales market** in the region of interest. We **search for orders and partners**, conduct negotiations, prepare and maintain contracts.

Let's look at each of these steps in more detail.

1. Audit of the company's organizational and financial readiness. A company aimed at working with foreign companies should be prepared for increased transaction support costs, prompt resolution of emerging issues in various jurisdictions, and a reserve for financing the production of new products. All this includes:

- a. Assessment of production capacity, sales system and sales opportunities;
- b. The ability to incur additional costs for exploring new markets, searching for customers;
- c. Travel abroad, insurance, investment in product adaptation for a new market;
- d. Flexibility of production processes and ensuring productivity growth.

2. Product Analysis. Next, you should understand what offer the company will enter new markets with. This may require:

- a. Options for expanding the product range (new models, colors, sizes);
- b. Competitive advantages (functionality, quality, price, technology);
- c. Trademark protection.

3. Analysis of sales markets. Having decided on the offer, it is necessary to study the features of the markets and their interest in this particular product. It is necessary to conduct:

- a. Calculation of the characteristics of the markets (size, dynamics of demand, competition, consumer demands);
- b. Risk analysis (political, financial, logistical, legal);
- c. Local features of entering the market:
 - I. Tariff and non-tariff regulation;
 - II. Customs administration;
 - III. Procedure for carrying out export-import operations;
 - IV. The implementation of security.

4. Developing An Export Strategy that includes:

- a. Export business plan (including the plan of expenses and terms of implementation of the program);
- b. The choice of the product range, niche-orientation and pricing;
- c. Export scheme (direct export, through a distributor, joint venture, representative office);
- d. Selection of working tools (advertising, marketing, delivery, banking).



5. Selection of partners, search for customers and orders

- a. Industrial exhibitions, Seminars and Round tables;
- b. The queries in the profile structure;
- c. Industry press and catalogues;
- d. Electronic portals, Marketplaces, B2B portals;
- e. Participation in tenders;

6. Export financing

- a. Lending, Export lending, pre-Export financing.
- b. Issue of Bank guarantees and letters of credit (BG/SBLC/LC).

7. Organization and conclusion of the Contract

- a. Organization and conduct of international negotiations;
- b. Agreement on the subject, price and terms of the contract;
- c. Agreement of payment terms and delivery terms (Incoterms 2010);

8. Delivery support

- a. Customs clearance, documentation support.