

# International Trade Financial Solutions Newsletter

Issue 5

March, 2009

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Hello. Another month passed, and it's finally starting to look a little like Spring. I'm just getting used to lighter mornings, which, personally, I always find it easier to get up and get going and then they'll put the clocks forward at the end of the month plunging us back into darkness for a couple of weeks. Still, it'll soon be time to start digging out the patio furniture, grass trimmers, etc - see what's rusted/rotted and replace. Can't wait!

The import/export workshop finally went ahead - details below and there's also some exciting advance news of the launch of a new business community group - Savvy.

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## New Business Community Group soon to be launched.

### **'GET BUSINESS SAVVY'.**

The Savvy Business Community provides digestible business information and tailored advice and assistance for proactive, forward-looking businesses on a range of topics, including international trade. Being well informed is essential to survive and thrive in business at any time - but never more so than in a downturn.

Savvy's members and guests have access to

Audio programmes and text articles delivered by specialists  
specific help and advice from carefully vetted professionals and  
Innovative business promotion services.

In May, the Community celebrates it's official launch in London. The launch event, which will be on the theme of "The People Business", will give everyone the chance to

Meet the people behind the Community and

See the new website in action (the site is due to be completed next month).

Full details of the launch event will be announced in the next issue.

As one of the initial members, I am excited about the potential of the Savvy Business Community concept as I feel it will offer many businesses access to a

range of services and help which can be used at a time to suit the business through the audio programmes, etc. I've also recorded one of the initial audio soundbites which should be available from the launch date.

## Training Courses.

The Gateway for Business sponsored Introduction to Importing and Exporting workshop finally went ahead in Rainham on 3rd March - exactly 1 month later than scheduled. This was the first course run in this format of having both Import and Export included in 1 seminar - usually, these are run independently of each other. Attendance was a little disappointing, but, more importantly, it was well received with the mix of attendees including both business owners and also those involved in the actual shipping/documentation process.

My objective now is to run more of these and seek suitable full/part funding so, as I said before, watch this space. I can also run bespoke courses 'in house'. If anyone has a need, please let me know and we can explore possibilities.

## Overseas Sales Options. [Part 3].

The final part of the trilogy. Having explored some of the main options where a physical presence is needed last month, here we look at some alternatives where no local presence is deemed essential. In the main there are 4 options:

- Third Party Sales
- Partnership
- Franchise
- Internet Only

**1. Third Party Sales.** This is where you have no direct presence, but sell by, for example, catalogues, with all shipments from the UK. Another example could be where you sell to another UK company who then exports your goods with theirs. In this scenario, you are not exporting directly but still penetrating a foreign market.

**2. Partnership.** You form a partnership [usually as opposed to a Joint Venture] with someone in your target country. You will usually have no one based in the foreign Country, so all communications, etc. are at arms' length. A very good and close rapport between both parties is essential as it can be more difficult to resolve disputes. Careful contractual discussions are needed at the outset.

**3. Franchise.** This concept is now widely understood in the UK and is becoming more common in many countries across the world. You pay to buy a franchise - it may be local, regional or even countrywide and, depending upon the agreement, you may have exclusive rights in an area. The franchise provider can also provide initial help and expertise/training.

**4. Internet Only.** This may be best for marketing only. You must investigate fully whether e-commerce is widely accepted in your target country. Also, you need to consider secure payment methods and how goods are to be released. Where widely used, e-commerce is considered a fast medium, and you will probably need to hold stocks locally. Therefore, you may still need the likes of a [local] Distributor.

In summary, there is no simple answer to what route you choose to go into a foreign market. However, I hope that this short series will have given you some areas that you must consider. Always remember, however, that the starting point, once you have identified your market, must be local customs, culture and legal regulations. These may restrict your options.

If you know of any other business to whom this ezine may be of interest, why don't you forward it on to them and encourage them to sign up for future issues?

The next issue will be out mid April, again, on the 15th. Something to read whilst you finishing digesting all of those Easter Eggs.....