



Department for  
International Trade



## DIT's five tips for new exporters

*Exporting drives economies of scale, spreads business risk, makes companies more competitive and innovative, and increases the commercial lifespan of products by finding new customers and markets..as well as increasing revenues. Market research company OMB found that 78% of companies said exporting had given them exposure to new ideas.*

### 1. Research your market

Carrying our market research is essential so that you can assess whether the market is right for your product or service, gauge demand, define your target customer and understand the competition. Taking part in a trade mission, trade fair or other overseas event can be a great first step.

### 2. Routes to market

There are four main ways to sell your product or service overseas: selling direct; selling through agents and distributors; contractual methods such as licensing or franchising; or setting up an overseas operation. Some routes will need higher levels of initial investment and more ongoing management, and may not be suitable if you're new to exporting.

### 3. Face-to-face relationships

It can be tempting to rely on using email or video conferencing to help cut down on the cost of travel, but face-to-face meetings are key to building strong export relationships. For example, having personal communication is essential in Spain and many other southern European markets.

### 4. Shipping and logistics

If you're exporting products then the transport options and paperwork requirements can seem a little daunting. But there are experienced third parties out there that can do a lot of the work for you and there are plenty of sources of help and advice on hand to aid you in navigating your logistics routes.

### 5. Staying safe online

The internet is one of the best tools for helping companies to export, but you need to make sure that you comply with the laws of the countries to which you export – especially if you're working in heavily-regulated sectors such as alcohol, gambling or financial services. If in doubt then ask the Department for International Trade's network of e-commerce advisors.

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