



EXPERT EXPORT GUIDES

WHY DO YOU WANT TO EXPORT?

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WHY DO YOU WANT TO EXPORT?

This may seem like a strange question for a company specialising in helping companies to export to be asking! Everyone should export right? It's a great way to expand your business and see those profits soar!

Well no actually. Export is not right for everyone; that maybe just the situation for this moment in time and will change as the business develops; or for some it may never be the right move.

When carrying out our Export Readiness Audits, we regularly advise clients on the steps they need to take to prepare their business BEFORE venturing too far outside their home market. It is important to us that every client is a good fit for export and is in a position to maximise the benefit we can bring to their business.

'Why Do you want to Export?' is therefore the first, crucial question we ask every potential client and we strongly recommend you do the same for your business before committing time, energy and resources to international expansion.

Ask yourself 'What started me thinking about exporting as a strategy for my business?'

Perhaps growth has slowed in your home market and you see the next opportunity overseas? Maybe your competitors are exporting and you want to get in on the act? Or have you started receiving enquiries through your website perhaps?

All good reasons to think about it, but before you take the plunge you need to do a bit of soul searching and self-assessment.

What is your true motivation?

It's no good thinking I can export to so and so country and maybe I'll get a few sales. More than likely the time and effort involved will not be worth the return.

It is important that exporting fits into your overall strategy for your company. Perhaps your objective is to double the size of the business within 5 years for example. A nice goal for sure, but without careful planning and consideration, is it really realistic? Perhaps it may even be too cautious!

The point is, you need information on which to base your decisions.

Wanting to do something is all well and good, but do you have the wherewithal to actually do it? I'd love to play in the British Open Golf Tournament but unfortunately, I do not have the skills required, although sometimes I kid myself I have!

Beware embarking on export as a vanity project, where you think it will look good for your image and give you the chance to travel on the company!

Business travel is hard, it is expensive and a thief of time. I wish I had a £1 for every minute I've spent in the air or at an airport, sat in a hotel or in a car. So, before going any further, think about why you want to export and what you want to achieve. Write it down, then go off and do something else before looking at the list again tomorrow. Does it still make sense?!

After a bit of thinking time are you comfortable with your drivers and motivations for wanting to export?

You are? Great, then you are ready to move on to the next steps in considering if exporting is right for you.

You can get more details on what these are by reading our FREE resource 'Are you ready to Start Exporting?' available from the website.

For our complete guide to exporting you can also download our '**7-Steps to Export Success**' e-book from our website or via this link '[7-Steps E-Book](#)'.



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