

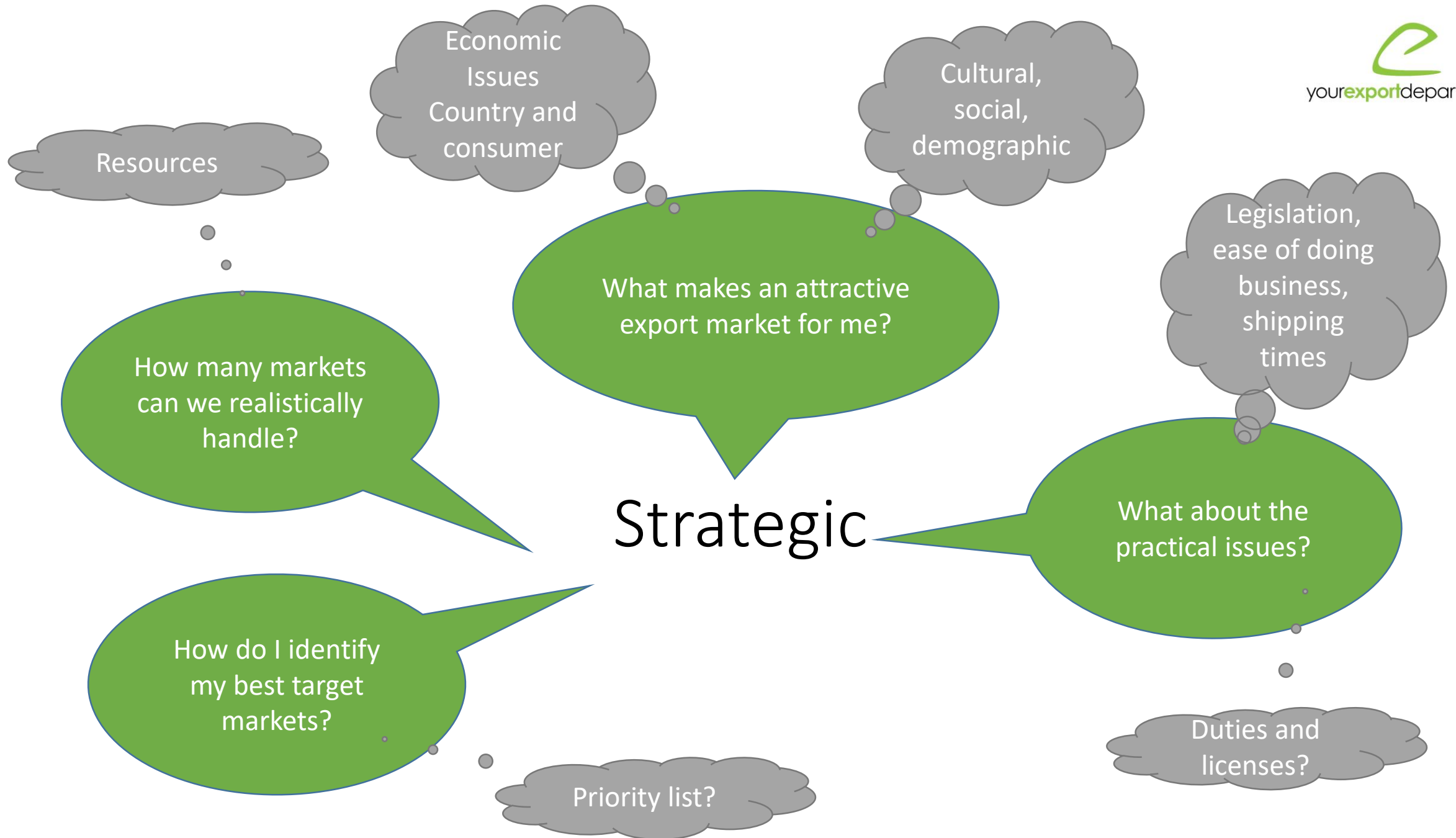
# Break things down into bite-sized chunks

- Strategic
- Tactical
- Operational

At YED we like to make exporting less daunting for our clients.

Breaking things down into bite-sized chunks helps do this.

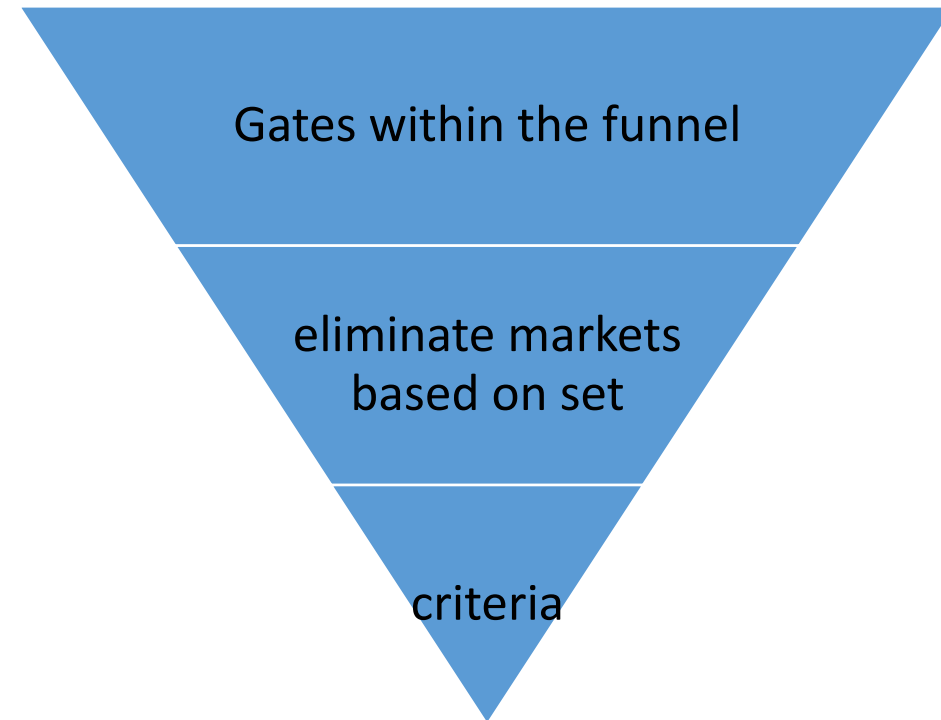
Whether you're new to exporting and think "where do I start?", or if you are already exporting and want to do more, our proven methodology will help you develop export business in a manageable manner.



## Starting Point – An example

- Country Name
- World Bank Income Level
- Ease of Doing Business, World Ranking (out of 189)
- Population millions
- GDP Growth (2014, 2015, 2016)
- GDP trend '15 to '16
- Av monthly Wage \$
- Income share by highest 10%
- Av consumption per capita
- Any product prohibitions enforced
- %age of household expenditure
- World Bank Consumption Data

# Our Gateway System



Direct, Distributors,  
Agents, Franchise

What's our optimal route to market?

What resources do we have internally?

# Tactical

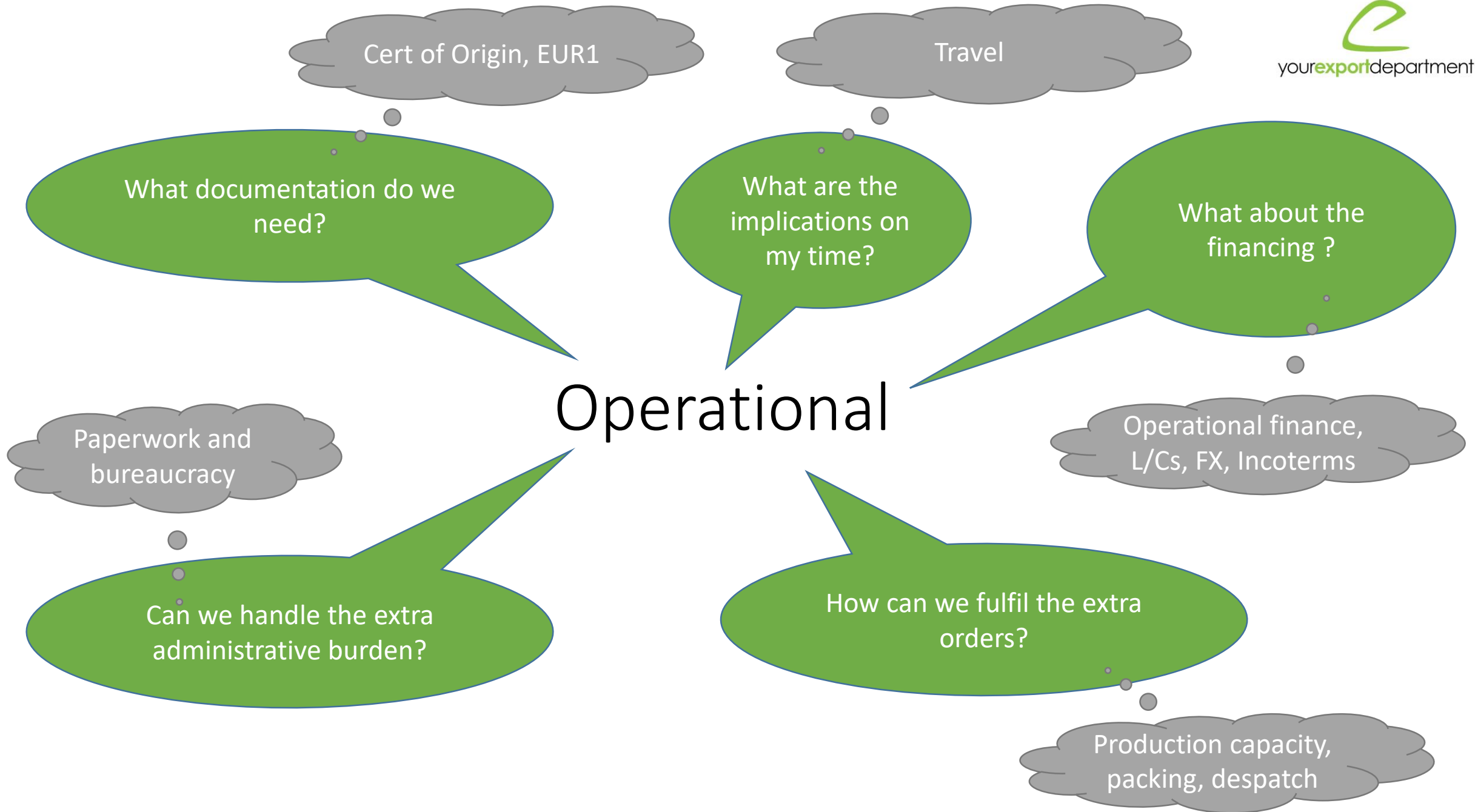
Impact internally vs outsourcing

Suitability

What trade fairs should we visit or exhibit at?

What does my ideal overseas partner look like? How do I find them?

Language, time and cultural barriers



# Operational

What documentation do we need?

Cert of Origin, EUR1

What are the implications on my time?

Travel

What about the financing ?

Operational finance, L/Cs, FX, Incoterms

How can we fulfil the extra orders?

Production capacity, packing, despatch

Paperwork and bureaucracy

Can we handle the extra administrative burden?