Strategically Planning on an International Scale

Presented by

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Essentials for Global Success

- Access to capital / financing
- An understanding of cash flow
- Properly trained employees
- Carefully researched markets
- A strong commitment to sell globally
- Having a well thought-out Export Plan
Export Questionnaire

- What makes your product successful in your domestic market?
- Do you have defined goals and strategies?
- Do you have sufficient production capacity?
- Do you have the resources to market overseas?
- Is owner / management committed?
- Have you researched overseas shipping?
- How will you get paid?
- Do you know product regulations? Manufacturing, processing, and packaging
Strategy Development

- Assess company's current position
- Identify company's desired position
- Evaluate the gap between the two
- Identify critical issues causing this gap
- Formulate strategies and action steps to resolve the critical issues
- Determine who to involve in the planning process (encompass all departments)
In Summation

What markets are you in now?
Where do you want to be?
How will you get there?

If you don’t know where you’re going, you may end up somewhere else
~ Yogi Bera
SBDC - Helping You Develop Your Export Plan

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