

EXPORT STRATEGY -- GROUP EXERCISE

Working in your Group Project Teams, you will outline the process your company will use to export its product / service to the United States.

Your 1 Full page, single-spaced Outline will include:

1. What considerations were included in making your export decision (as opposed to other ways of entering the U.S. market)?
2. What are your export business objectives and goals?
3. What are the key aspects of your export strategy?
4. How will you finance your exports?

On a separate page:

1. Draw a flowchart of your export process.