



# Take your business to the world!

Developed for South Australian businesses who are new to export, or who want to take a more strategic approach to exporting, Business SA's Export Ready Program is the most comprehensive series of export training ever presented in South Australia.

Comprising six full-day workshop sessions followed by individual mentoring sessions with our Export Adviser, the Export Ready Program is packed with practical information and useful tools to ensure success in your export endeavours.

Participants will receive professional export advice and a vast array of exporting tools and resources to ensure success globally.

The cost of \$1,600 (inc GST) per participant, which has been heavily subsidised by the Department of State Development, ensures affordable access to exporting success.

Interested? For more information, visit our website or contact the **Export Ready team on (08) 8300 0098** or **[exportreadyinfo@business-sa.com](mailto:exportreadyinfo@business-sa.com)**



**Government of South Australia**  
Department of State Development

# EXPORT READY PROGRAM OVERVIEW



**At the end of the program you will be able to apply a strategic approach to export, armed with plans, tools and advice that will lessen the risks associated with export and increase your chance of success in global markets.**

## **Mentoring Session One:**

On program commencement, you will receive a one-on-one mentoring session with the Export Adviser. In this session, the Export Adviser will assess your export readiness, and you will complete the Export Ready Diagnostic Tool (valued at \$299). The Export Adviser will identify your export needs and provide you with the knowledge and skills to set your business up for success.

## **Workshop One:**

### **Export Foundations – Preparing and Planning for Export**

This workshop will focus on getting you in the export mindset, focussing on marketing and business planning for success. You will leave with a better understanding of the attitudes and planning required to ensure export success.

## **Workshop Two:**

### **Market Entry Strategies – Market Research and Market Selection**

This workshop explores the challenge of market selection and how you can utilise market research to identify and assess opportunities. You will learn how to assess market attractiveness and build an effective market entry strategy.

## **Workshop Three:**

### **Export Costing, Pricing and Risk**

This workshop explores the financial considerations that play a major role in determining how to make your export business profitable, including fixed and variable costs, import duties, tariffs and supply chain margins. At the conclusion of the workshop you will have an understanding of how to export and manage export risk.

## **Workshop Four:**

### **Marketing Methods and Export Marketing Plans**

This workshop takes into account all the considerations covered in the previous workshops to arrive at a strategically driven export market plan. You will understand how to build your export marketing strategy and create powerful communication tactics.

## **Workshop Five:**

### **Sales Partner Selection and Management**

This workshop will enable you to assess and find the right export market partner and how to build a relationship for maximum mutual advantage. You will develop a clear understanding of your export partner options and how to optimise your choices.

## **Workshop Six:**

### **Export Logistics – Distribution Channels, Logistics and Documentation**

This workshop brings the Export Ready Program to a close with a focus on the unique distribution and logistical challenges to be faced when exporting. As a result of this workshop, you will be well equipped to understand and manage the logistics and documentation required for exporting.