

10 Questions

Every U.S. Exporter Should Ask



Consider the Basics

- ✓ Am I maximizing my current export revenue?
- ✓ Do I know my current market's cultural factors and infrastructure limitations?
- ✓ Am I currently reaching all of the markets I've targeted?
- ✓ Do I know how to leverage conditions in this market to add new customers & increase sales with existing ones?

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Examine Potential Global Markets

- ✓ Have I located a complimentary market opportunity in a geographic region I am already serving?
- ✓ Have I studied the competition in my targeted market?
- ✓ Do I know how to penetrate this new market effectively and efficiently?
- ✓ Do I have a partner or distributor to help me expand into this market?

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Develop Trade Connections

- ✓ Do I know what resources I need to succeed in growing my export base, and where I can acquire them?
- ✓ Do I have a plan for financial obstacles that may arise while I am trying to grow my export sales?

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