



START
HERE

STEP 1

Ambition & Awareness

- A tried and tested successful business model in the Irish market
- An understanding of what an export journey might look like
- Passion, vision, ambition and commitment
- Putting pen to paper to create export focused business plan

STEP 2

Insights & Validation

- Market research into initial selection of potential markets, using the MRC, network knowledge, consultancy support, EI Excel @ programs etc.
- Informed decision on initial market focus. In-depth research into concluded market incl. competitor analysis and market study visit.

Planning & Resourcing

- Consider finances – cashflow, marketing budget, pricing strategy, tax and foreign currency implications
- Consider people – international experience, language skills, cultural fit, additional production staff
- Consider operations – production capacity, technological support, warehousing, infrastructure, distribution

STEP 3

Protection & Legal

- Consider IP, compliance, regulations, insurance, import legislation, supporting documentation, employment practices

STEP 4

Value Prop & Sales Process

- Understand competitors and target market
- Define value prop in the context of chosen market to meet the needs of customers
- Define RTM – Direct? Partnership? Distributor? Acquisition?

STEP 5

Communication & Culture

- Understand the culture of chosen market and customer expectations to develop market-specific comms strategy incl. localized website & marketing collateral & education strategy to support innovative product/ market positioning
- Understand how competitors are communicating and develop a contingency plan for competitor response in the market

STEP 6

Learning & Level Up

- Build on learnings from initial export journey & apply process to a new market
- Benefit from references, use cases, notoriety, existing relationships with potentially multi-market or global partners

STEP 8

Start Selling & Scale

- Use a competitive pricing strategy
- Conduct lead gen, develop relationships and sign contracts
- Implement management and monitoring processes for sales performance
- Expand network and build on relationships
- Establish and grow market presence, expand team and resources

STEP 7

Irish Company Export Journey