



OMDCnet®

A Global Trade and International Business Information Portal

Overseas Market Development Corporation

Best Practices in Exporting and Global Business Development

Conducted Off-site

Cost – Starts at \$2,500

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Overseas Market Development Corporation has developed a service designed to assess and evaluate your current export practices. The strategic analysis takes place entirely by telephone, Internet, and email.

Most small and mid-sized companies usually enter a foreign market by responding to leads generated at a trade show, through their website, or from an unsolicited communication from an overseas company. While this process is acceptable for firms not seriously committed to the international market, it is not enough for any company that is truly interested in becoming a global player.

Sometimes the work involved in exporting a product can seem daunting, especially for small companies with limited staff to handle time-consuming foreign inquiries, purchase orders, customer service, or shipment documentation and preparation.

In reality, while global business may be more complex than domestic sales, with the proper planning and investment in systems to facilitate exporting, along with the training of personnel in global business best practices, it is manageable.

Manufacturers interested in actively pursuing foreign business must put in place a sound

strategy and systematic business processes predicated on the best practices of exporting manufacturers.

Are your company's export processes and strategy fine tuned to effectively sell to the global market? If you feel that your company could benefit from a thorough evaluation of your current export practices, an off-site assessment by Overseas Market Development Corporation is a good place to start.

During our off-site evaluation, we will assess your global business strategy, lead-generation practices, follow-up processes, export pricing policy, website globalization needs, documentation translations, foreign packaging, legal issues in foreign markets, product liability abroad, and a myriad of other critical issues.

At the completion of the assessment project a report will be issued with comments on your current export practices and specific suggestions on what you can do to improve them. Also provided are recommendations on additional steps for making global business more manageable through better in-house processes and a global business mindset.

An estimated cost of \$2500 would assume a single day of information gathering followed by a written report within several weeks.

For more information on *A Best Practices in Exporting & Global Business Development Evaluation*, or to discuss a specific project, contact Mr. Alan D. White, Director of Global Operations, at +1.609.252.0001

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