

Export Standards

What does it mean to be “Export Ready”?

An artisan enterprise prepared for the global market meets the following Export Standards. An “export ready” artisan enterprise has:



A defined TARGET MARKET and understanding of their competitive positioning.

An artisan enterprise understands where their products are positioned in their target market in terms of price, quality, design and volume, and they understand what product categories they fit into. They have resources for researching trends and requirements in their target market.



An EXPORT CATALOGUE and appropriate marketing tools.

An artisan enterprise has a catalogue that presents its export product collection and export terms, and a website describing the enterprise; and social media accounts or other sales tools as appropriate based on target customers.



A defined TARGET CUSTOMER and understanding of their expectations.

An artisan enterprise defines their target customer in terms of distribution channel and type of company. They understand the universal expectations of all buyers and the specific requirements of their target customers.



An EXPORT LICENSE and documentation.

An artisan enterprise understands all the requirements for exporting and has the necessary licenses and export documentation.



A sellable EXPORT COLLECTION and a product development plan.

An artisan enterprise has a clearly defined export collection that meets the expectations of their target customer and a product development plan to continually create new designs and offers.



Access to SHIPPING services and materials

An artisan enterprise has access to shipping services and packing materials to ensure affordable and reliable international delivery of export orders.



A calculation of DISTRIBUTION COSTS to the end consumer.

An artisan enterprise can calculate the approximate end retail price of their product and understands the margin structure for their distribution channel.



Access to EXPORT FINANCING

An artisan enterprise has the ability to finance production of export orders and offers export payment terms that are appropriate for target customer.



A PRODUCTION PLAN

An artisan enterprise has a system for planning and managing production that maintains quality and ensures on-time delivery and accurately calculates the time to fulfill export orders.



An EXPORT SALES TEAM

An artisan enterprise has a person or team responsible for export sales and customer relationships that communicates in a timely and thorough manner.