

BUSINESS TOOLKIT

**Doing business
overseas**



West & North
Yorkshire Chamber
of Commerce
British Chambers of Commerce
Accredited

8 TOP TIPS

Doing business overseas



**Mandy Ridyard, Financial Director
Produmax**

Shipley-based precision engineering company, Produmax, is a global expert in flight control components and assemblies. Today it is an £8.5 million international business, employing a 80-strong team in Baildon and with exports now accounting for 70% of turnover.

1 Research

Understand your market and the opportunities it presents. Is there a demand for your product? What are the barriers? Are there any tariffs or transportation costs that will make you uncompetitive? Are there any regulatory issues?

2 Take advice

Work with Chamber International and the Department of International Trade to get the inside track on the countries and markets you are interested in. A good place to look for advice is www.great.gov.uk which can help with advice, opportunities and details events. Your bank can be a great source of help.

3 Choose a route to market

Will you use an agent, a distributor or will you sell directly? Will you attend trade fairs or trade missions to create opportunities? Does an existing UK customer have opportunities for you to sell into its overseas operations?

4 Understand the culture

Do your research on the country you are targeting. What is expected? It's very easy to cause offence accidentally so read up on local business etiquette.

5 Paperwork

Understand the requirements for you to be able to export. HMRC can help with the UK requirements. The UK embassy in the country you want to export to can help you understand the requirements for the country you are exporting to. Delays at borders can affect delivery on time and the speed at which you get paid dramatically so its imperative to get this right. Your agent or freight forwarder can help.

6 Manage the risks

Have you considered the fluctuation of exchange rates? At Produmax we sell in USD so having a strategy for maintaining a consistent rate through forward contracts is essential. Is insurance against non-payment worth considering? Would export finance help with cash flow? Have you built the risks into your price?

7 Be competitive

Work on your productivity. Productivity improvements help you compete globally and therefore export effectively. At Produmax we reduced lead time on a product from 31 days to 27 hours helping to secure a contract that was heading to a low-cost economy. We have increased our digitisation to help us use data to improve our processes on the factory floor and in the back office to maintain our competitive edge.

8 Maintain relationships

Getting the order is just the start. Keep in regular contact and deliver on time!