**Exporting Assignment**

**Help Sheet**

Your assignment is based on a **New Zealand business** that either doesn’t currently export **or** is looking at a new market/ country to export to.

Your assignment is based on the **risks**, **challenges** and **potential of exporting** to a new market.

You must include someone who is a trade or exporting professional as the assignment requires “**consultation**”. This must be an **ongoing dialogue** – not just one question. At the end of your assessment you will decide whether or not that business should export into the new market (why/ why not?).

Follow the **structure sheet** and cover the **following points** in your report:

* **Overview of business** – discuss location, history, products sold.
* **Reasons for why the business should export to a new market** – discuss how beneficial it would be for the business to export into the new market (more sales, increased brand awareness, more profits, gain market share, creates more jobs for NZ’ers in both the current location and in the new market). Use the advantages and disadvantages of exporting notes
* **Potential of the new market** – Eg; if they were exporting to China, they could include general info about how China is the 2nd largest economy in the world, largest population with increasing wealth, NZ’s largest trading partner, high population, high middle class incomes, reasonably close to NZ to ship products – only 5 weeks to send a ship up there. Talk about the advantages of a Free Trade Agreement with China (how there is no tariffs or quotas so less taxes for the business to pay). Talk about currency and how the value of the NZ dollar will affect the business. Some of this will be some of your own knowledge or from 3.2 Cultural Intelligence.
* **Cultural intelligence** – state how it would be easy/ difficult to export to the new business (language, different cultures) how would the business ensure they conduct business appropriately in a foreign country? Use some ideas of Cultural Intelligence including what to wear, behaving in meetings, accepting business cards etc.
* **Legislation** – Discuss how the business would need to be knowledgeable about different laws in the country. If the business doesn’t follow laws in that country, they could be fined.
* **Intellectual Property** – define IP and copyright. State how the business would need to gain a copyright for their brand, logo and packaging for the new market which is expensive but necessary.
* **Competition** – you will need to find out who else makes/sells the product in that country (main competitors already over there).
* **Transport and distribution** – you will need advice from someone who is involved in exporting/trade. Factors include the company needs to clear customs and paperwork on both sides of the Port. Choosing sea freight rather than air as it is cheaper and more can be fitted into a container. Mention how a freighting company would assist with this. The product then needs to be unloaded at the other side of the port and transported to the stores. Should they use a distributor or does the business arrange for the products to be sold in retail stores and supermarkets?
* **Conclusion** – sum up at the end whether the business should export to the new country or not. Go through the advantages and disadvantages and provide reasons. You can say yes or no to exporting as long as you have stated your reasons. This part is Excellence; however, the assessment is marked holistically.
* **References** – everything must be sourced and footnoted. Include any guest speakers, class notes, any website links and additional notes you may have used.

