

Experienced Exporter



Grace Reynolds

Age: 36

Position: Head of International Exportation?

Company: Rendam

Industry: Manufacturing – Plastic

Location: Philadelphia, PA

Personal Characteristics:

- Busy
- Organized
- Detailed

“Finding and exporting to a new market is quite an investment, so it is important to do the research and work to create a smooth and profitable export operation. This takes a lot of time, though, which I have little of.”

Background

Grace Reynolds previously worked as the Head of Production and Distribution for Sardins, where she focused on developing new facilities within the United States. She is now the Head of International Exportation for Rendam, a company that manufactures farm machinery. Since she came on board in 2005, she has already established and oversees exportation to 5 different markets within 3 countries.

Having to oversee 5 different export operations keeps Grace extremely busy. She has to handle the shipments, deal with the distributor and overseas representatives, promote the product, and handle incoming inquiries. Along with this, since Grace has been so successful, Rendam is pushing to export to even more markets, which takes up even more of her time and adds greatly to her workload.

What has made Grace so successful with her exporting operations is the amount of research and detail of the process that she goes through to find a perfect market and then to make sure that operation works smoothly.

Goals

1. Create more export operations
 - a. Find markets that look promising to export to
 - b. Determine how to get the company’s products into those markets
 - i. Determine how to alter the product to sell better in that culture
 - ii. Determine how to promote the product

- iii. Learn the laws and regulations in that market and how this affects the cost of entering the market
 - iv. Learn what has to be done to the product so it can actually enter the market
 - v. Find sellers and distributors
 - vi. Find buyers
 - c. Learn how to handle transactions, inquiries, and payments with buyers in that market
 - d. Get any available financial assistance
- 2. Stay up to date on the industry across the globe

Interaction with NewPA.com

Grace has talked with the Regional Trade Center in the past for assistance with her previous exportation operations. She contacts them again for assistance to find and export to new markets. For more assistance and information, they refer her to NewPA.com.

When she comes to the site, she hopes to satisfy the following goals:

- 1. Find markets to export to
- 2. Determine how to get her company's product into those markets
 - a. Learn what laws and regulations there are in that market and how this will affect the cost of entering the market
 - b. Learn what has to be done to the product so it can actually enter the market
 - c. Find who to sell to and how to distribute the product
 - d. Find buyers
- 3. Learn how to handle transactions, inquiries, and payments with buyers in those markets
- 4. Find available financial assistance, incentives, and programs from PA
- 5. Learn about the latest on exporting out of PA