

## Business – New to Exporting



### Greg Roberts

*Age:* 40

*Position:* Head of Sales?

*Company:* Meyers Industrial

*Industry:* Manufacturing –  
Plastics

*Location:* Harrisburg, PA

*Personal Characteristics:*

- Busy
- Eager
- Uncertain
- Burdened

*“Being at the forefront of our company going global but not having experience with international exporting, I need to learn quick how to export and be successful.”*

### Background

Greg Roberts has worked with Meyers Industrial in the department of selling plastics to companies throughout the USA for the past 8 years. Meyers now wants to move into the international markets and has put Greg at the head of this project.

Greg knows how to deal with selling within the USA but has no experience doing such with foreign countries. As he is the head of the project to move into international markets and the company is expecting a lot, it is important that he quickly learns how to export to other countries and be successful at it.

### Goals

1. Learn how to start exporting
2. Create an export operation
  - 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
- 3. Stay up to date on the industry across the globe

### **Interaction with NewPA.com**

Greg uses a search engine online to learn how to start exporting and to find what assistance is available. The search results lead him to NewPA.com

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

- 1. Learn how to start exporting from PA
  - a. Initial steps
  - b. Rules and regulations
- 2. Export to a new market
  - a. Find markets to export to
  - b. Determine how to get his company's product into those markets
    - i. Learn what has to be done to the product so it can actually enter the market
    - ii. Find who to sell to and how to distribute the product
    - iii. Find buyers
  - c. Learn how to handle transactions, inquiries, and payments with buyers in those markets
  - d. Find available financial assistance, incentives, and programs from PA
- 3. Learn about the latest on exporting out of PA