

1001 EXPORTERS & GLOBAL TRADE TIPS

TIP 9. CHECK YOUR FUTURE GROWTH ASPIRATIONS AGAINST GLOBAL CONTEXT

Understanding the global trading environment and your company's place in it will assist in identifying opportunities for growth.

TIP 10. USE PESTEL, SWOT AND SENSE-MAKING TO ASSESS POTENTIAL OPPORTUNITIES IN OVERSEAS MARKETS

Matching capability, capacity and competence to the customer's expectation of quality, cost and delivery is key to success both in the UK and overseas. It is really important to assess the potential of a market against the ability to service and manage demand.

