

Your homework - Complete Your 5 Ws.

Who	Audience #1	Audience #2	Audience #3	Audience #4
What				
Why				
Where				
When				

Export Homework: Ready to Export – Some Quick Queries.

Answer some of these quick points to see that you are ready to start your export sales channel.

Supply Chain.	
New or Existing?	
Tried by others or a new channel?	
Is the channel tested with your samples?	
Any problems?	

Marketing.	
What has been done in-market?	
Your brand awareness?	
Budget?	

Packaging.	
Design review for export?	
Can your brand be traced?	
Can your brand be linked to Tasmania?	