

# Strategically Planning on an International Scale

Presented by

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# Essentials for Global Success

- Access to capital / financing
- An understanding of cash flow
- Properly trained employees
- Carefully researched markets
- A strong commitment to sell globally
- Having a well thought-out Export Plan





# Export Questionnaire

from [export.gov](http://export.gov)

- ✓ What makes your product successful in your domestic market?
- ✓ Do you have defined goals and strategies?
- ✓ Do you have sufficient production capacity?
- ✓ Do you have the resources to market overseas?
- ✓ Is owner / management committed?
- ✓ Have you researched overseas shipping?
- ✓ How will you get paid?
- ✓ Do you know product regulations?  
Manufacturing, processing, and packaging

**How do you  
take an  
answer from  
no to yes?**



# Strategy Development



- Assess company's current position
- Identify company's desired position
- Evaluate the gap between the two
- Identify critical issues causing this gap
- Formulate strategies and action steps to resolve the critical issues
- Determine who to involve in the planning process (encompass all departments)

# In Summation

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What markets are you in now?

Where do you want to be?

How will you get there?

*If you don't know where  
you're going, you may  
end up somewhere else  
~ Yogi Bera*



# SBDC - Helping You Develop Your Export Plan

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