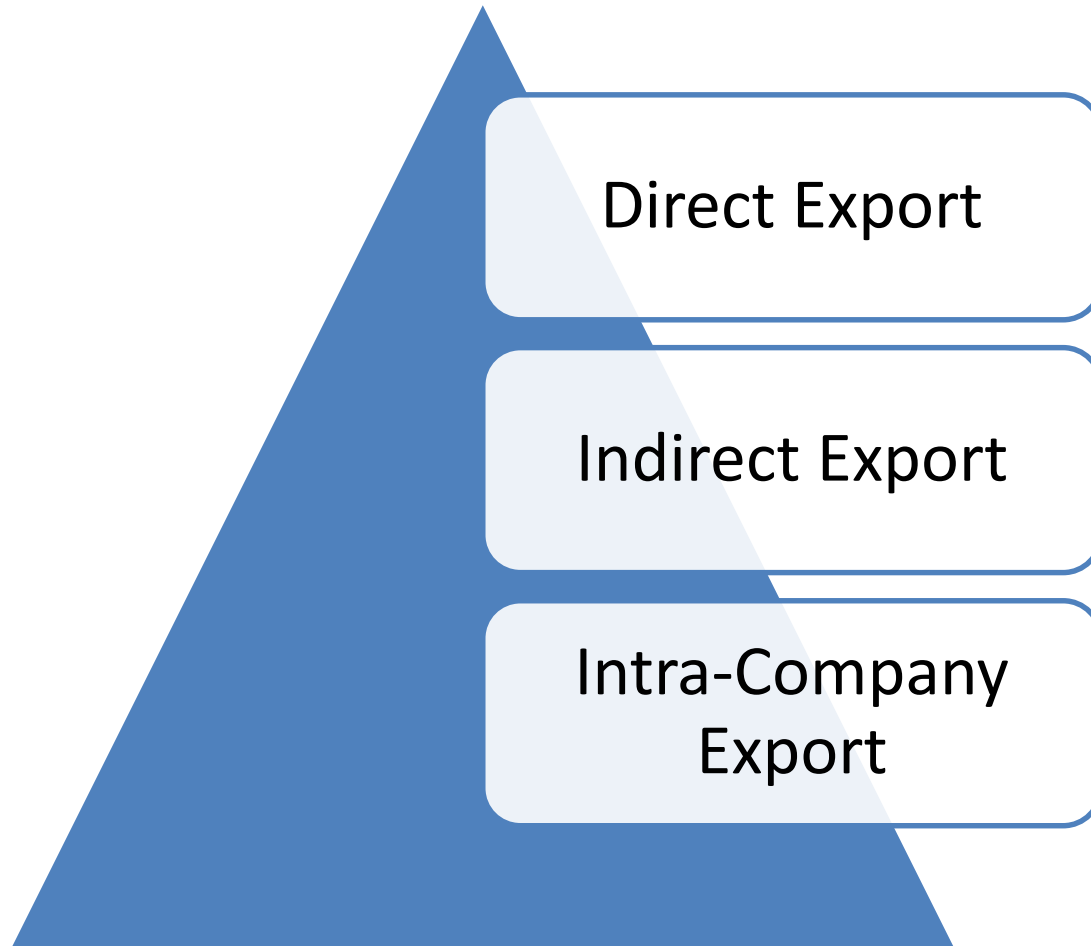


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# Introduction to Export

- **Definition:** Export refers to the sale and shipment of goods and services from one country to another.
- **Importance in Global Trade:** A key driver of global economic growth, allowing countries to expand markets and meet international demand.
- **Commerce Impact:** Contributes to revenue, enhances business growth, and fosters international relationships.

# Types of Exports



# Types of Exports

- **Direct Export:** Selling directly to a foreign buyer or importing entity.
- **Indirect Export:** Using intermediaries, like export agents or trading companies.
- **Intra-Company Export:** Transferring goods between branches of the same company located in different countries.

# Export Process



- **Step 1: Market Research** – Identify potential markets and analyze demand.
- **Step 2: Documentation** – Complete necessary paperwork (e.g., export license, customs forms).
- **Step 3: Pricing Strategy** – Set competitive and profitable pricing.
- **Step 4: Shipping and Logistics** – Arrange transportation, insurance, and tracking.
- **Step 5: Payment** – Secure payment using methods like letters of credit or wire transfers.

# Benefits of Export

- **Revenue Growth:** Expands sales beyond domestic markets.
- **Risk Diversification:** Reduces reliance on one market by diversifying globally.
- **Economies of Scale:** Increases production efficiency as demand rises.
- **Brand Recognition:** Enhances brand visibility on a global level.

# Challenges in Export

- **Legal and Regulatory Hurdles:** Compliance with different countries' regulations.
- **Cultural Barriers:** Understanding cultural differences in consumer preferences.
- **Exchange Rate Fluctuations:** Financial impact of currency value changes.
- **Logistics Complexity:** Managing long-distance shipping and warehousing.



THANK  
YOU!

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