

Food and Drink Export Readiness: Aspiring/New Exporter



Bwyd a Diod Cymru
Food & Drink Wales

Key characteristics: Aspiring Exporter

Beginning to consider exporting potential; Possibly established in domestic (Wales/UK) market, with strengthening domestic trading position; May have received ad hoc enquiries from international buyers (at UK trade shows or online); Little or no visibility on profitability of potential export markets, low appetite for risk.

Key characteristics: New Exporter

A new exporter may have fulfilled one-off export orders (ex Works pricing) but little ongoing ordering, or be established with a reliable and trading relationship with an in-market partner in one export market with one/several SKUs; Confident that current exports are profitable; Risks are managed and minimised.

Do I have scope and capacity to export?

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I haven't fully exploited Wales/UK opportunities, I don't have a trade sales deck, I have no spare capacity, my IP is not registered.

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I have a clear plan for Wales/UK opportunities, I have spare capacity, my IP is registered in the UK. I'm not certain about exports/new market opportunities.

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What accreditations do I need?

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I have no accreditations, I don't know what accreditations may be required.

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I have UK accreditations, but not certain if these are recognised in other countries, I don't know if I need any other accreditations.

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Are my products suitable/ready for export?

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I am uncertain about product margins/costings, shelf-life requirements, suitability of packaging/pack forms, I don't have detailed spec sheets.

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I can answer some of these questions, but need help with some uncertainties.

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Do I have a clear understanding of the export market potential for my business?

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I am feeling more confident that export should be part of my growth strategy but don't know what to do next.

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Food and Drink Export Readiness: Established/Mature Exporter



Bwyd a Diod Cymru
Food & Drink Wales

Key characteristics: Established Exporter

Established a steady and ongoing presence in several international markets, with strong trade & regular orders, routine processing of export orders, strong global supply chains; established relationships with suppliers, distributors, customers; profitable exports; able and willing to invest resources (people and money) to growing exports further – either by exporting more products or entering new geographies.

Key characteristics: Mature Exporter

As above, but declining profitability due to a range of reasons (failure to invest in growth, changing consumer demands, increased costs of exports, loss of in-house capabilities, increased risks associated with exports); needs to seek alternative markets or decide to exit exporting to preserve profits/cash.

What is my current exporting situation?

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I think there is still potential in existing export markets, but I'm not able to fully exploit them.

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I've exhausted opportunities in existing export market(s), profitability in current export markets are declining, I may need to "start again" in new export markets.

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What accreditations do I need?

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I have accreditations for existing export markets, but I'm not sure if they are recognised in other countries or if I need additional accreditations.

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Do I have other products suitable for existing export markets? Do I need to develop new products? Could existing products be suitable for new export markets?

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I need help to answer some of these questions.

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Do I properly understand the export potential in both existing and new markets?

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I think I need to export different products more profitably to existing markets or look for additional, more profitable export markets or develop new products for export.

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