



essential questions to ask  
before your export move

# essential questions to ask before your export move

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The success of a young business in its home country can bring it into a state of confidence that it will survive in other markets. This passion for the business is undoubtedly from the founder's point of view: after all, this passion is what adds to the initial success of the business. However, certain questions need to be asked before you make a nosedive into a new market... we all know not to take candy from somebody you don't know!

My time in academia, and working with Exportise, has taught me the most valuable question we should be asking: **what market and why this market?** As one of my professors [Claudine Kearney](#) used to say, "There may be a gap in the market but is there really a market in the gap?!"

Additionally some other valuable questions that should be asked prior to an export move are:

## **Do you have the appropriate resources?**

Whether financially or intellectually, the company's resources need to be questioned at every step. Perhaps you don't have the relevant know-how to get into the market of your choice or to determine the most suitable market for your product? It could also be a matter of not having people on the ground in your chosen markets.

## **Do you have competitive advantage abroad?**

This is paramount. Just because your product or service is in demand in your local market does not make it a guaranteed seller in another. A useful framework to assess your advantage is the VRIO analysis: Is your product/service rare? Valuable? Difficult to imitate? Do you have an organisational structure to effectively exploit your service/product?

## **want to know more?**

We at Exportise would be happy to speak to you about the exporting challenges and risks **you** are facing. You can call us at 01 4433901, email us at [hello@exportise.ie](mailto:hello@exportise.ie), or visit [www.exportise.ie](http://www.exportise.ie) for more information about our work and us.

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