

EXPORT 101 Road Map from zero to Hero



Ricky Pillay

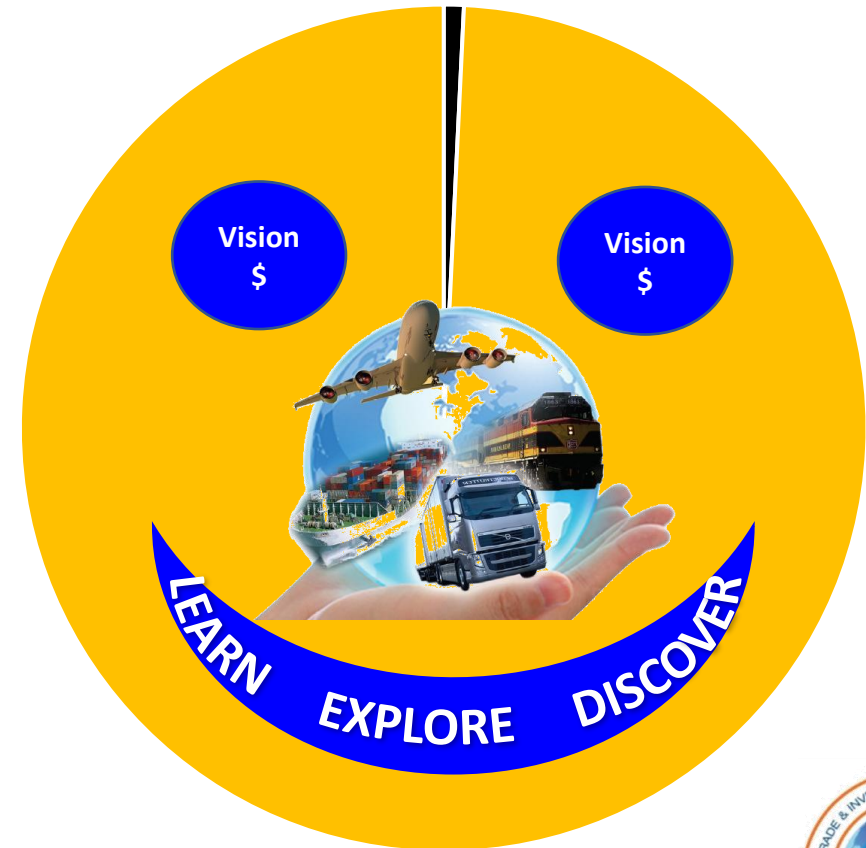
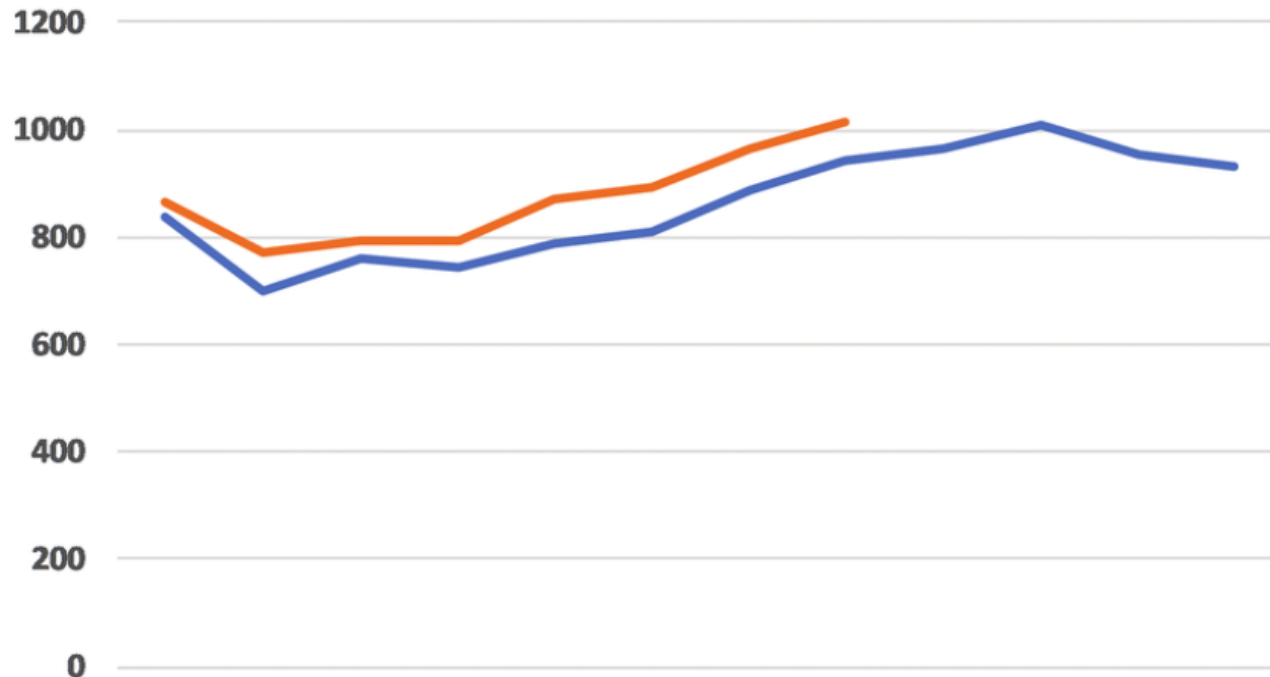
Why export?

THE GLOBAL MARKET

7.8 BILLION POTENTIAL CUSTOMERS

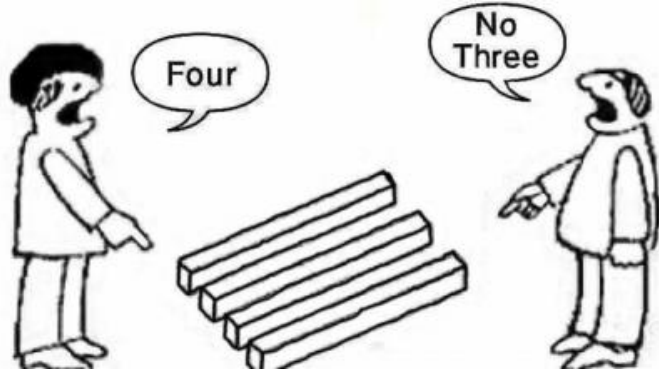
SOUTH AFRICA

60 MILLION POTENTIAL CUSTOMERS



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PERSPECTIVE makes a difference



What do customers want?



PARACETAMOL

Panado
Grandpa
Disprin



Emerging exporter

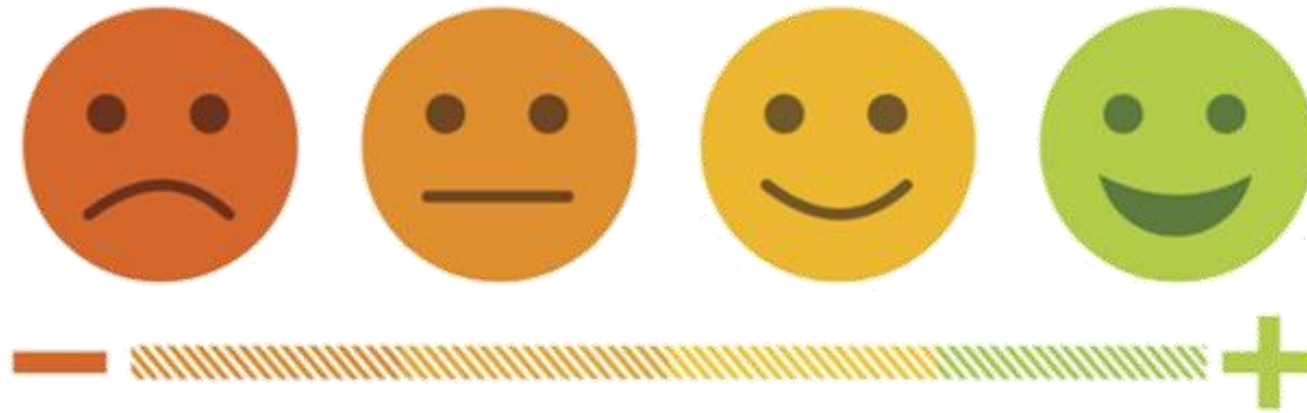
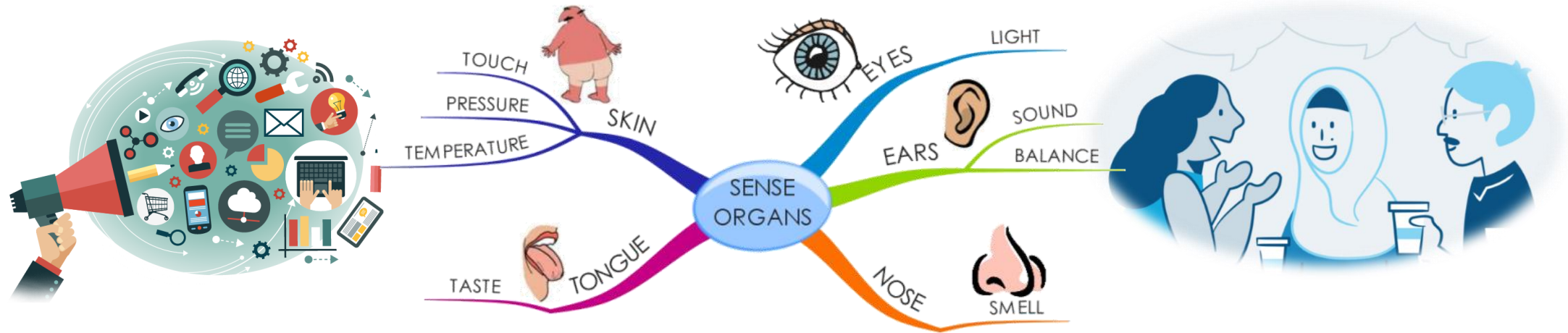


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Create a desire for your products in your target customers

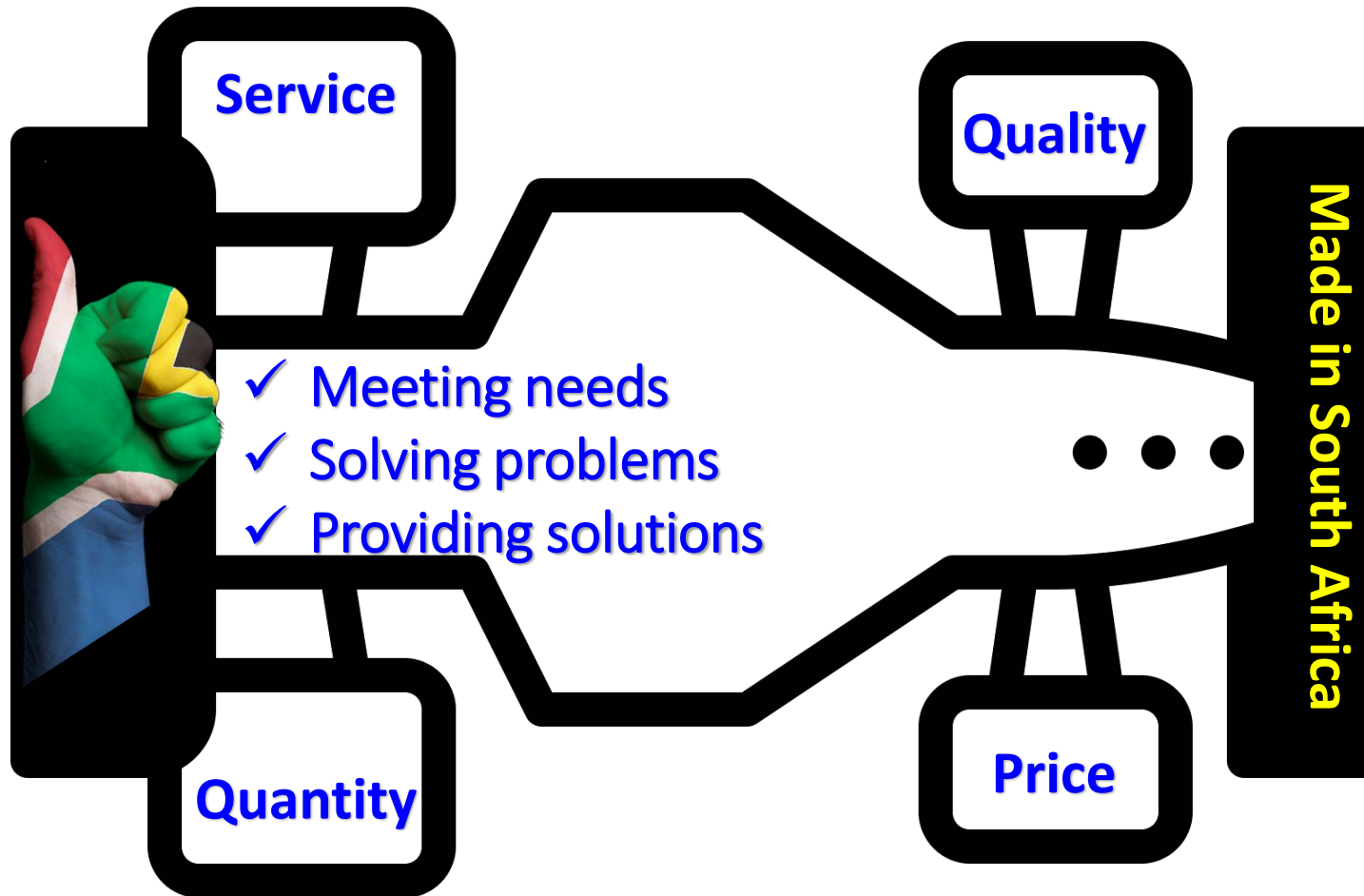
Create conversations

Create relationships



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Create value



Packing

palletized

Cartons or crates

Outer protective layer

Safety

Standards

Maximum loading

Environmental
impact

Logistics
costs



Protection - Theft / Evaporation / Contamination / Spillage / Dropping / Crushing / Impact / Oxidation / Corrosion / Rusting / Condensation / Breaking / Chipping / Bending



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FINDING INTERNATIONAL BUYERS



Individual and National exhibitions



Foreign market agent

**Individual and Group
Outward mission**



Buying houses

**Individual and Group
Inward Mission**



Sampling



Indirect Exporting



E-Commerce

Alibaba, e-Bay, Gmarket and Amazon



get active online



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Seller's roles and obligation

INDENT or SALES contract	Banking rules - Commerical ¹ - SARB ²	Contract of Carriage	Contract of Insurance	VAT	Customs clearance	other
Seller	1) Beneficiary 2) Resident	Shipper	Insured	Vendor	Exporter Importer <input type="checkbox"/> Reg., Lic., surety. <input type="checkbox"/> accreditation & penalty	<input type="checkbox"/> Barriers to export
Buyer	1) Applicant 2) Non resident	Consignee	Insured	Qualifying purchaser		
Goods		<input type="checkbox"/> Verification of the gross mass			<input type="checkbox"/> Prob. & Restrict. <input type="checkbox"/> Tariff heading <input type="checkbox"/> Origin	
Price					<input type="checkbox"/> Valuation	
Incoterms	<input type="checkbox"/> Payment method <input type="checkbox"/> Payment terms	<input type="checkbox"/> Procurement of carriage <input type="checkbox"/> Unloading, THC (C + D) <input type="checkbox"/> Limited liability	<input type="checkbox"/> Clause A,B,C <input type="checkbox"/> Clarified in the sales contract	<input type="checkbox"/> Zero rate ❖ C + D ❖ E + F <input type="checkbox"/> STD rate <input type="checkbox"/> Docs <input type="checkbox"/> Tax fract.	<input type="checkbox"/> Valuation	<input type="checkbox"/> Mandatory local laws may override incoterms (e.g. VAT)
Pre-inspection						<input type="checkbox"/> Exports
Payment	<input type="checkbox"/> Method <input type="checkbox"/> Terms <input type="checkbox"/> Risk <input type="checkbox"/> SAD box 28					
Mode		<input type="checkbox"/> Breakeven point <input type="checkbox"/> Transport doc				<input type="checkbox"/> Route <input type="checkbox"/> Intl sanctions & transit laws
Documents	<input type="checkbox"/> Bank docs <input type="checkbox"/> Straight B/L <input type="checkbox"/> "To order" B/L			<input type="checkbox"/> Tax invoice ❖ Currency	<input type="checkbox"/> Invoice <input type="checkbox"/> Cert. of origin <input type="checkbox"/> Packing list <input type="checkbox"/> Other	
Dispute						<input type="checkbox"/> Type of resolution <input type="checkbox"/> Place of resolution

THE ROLE OF THE FREIGHT FORWARDERS

Documents required to export and import (number)

- Bank documents
- Customs clearance documents
- Port and terminal handling documents
- Transport documents



Time required to export and import (days)

- Obtaining all the documents
- Inland transport and handling
- Customs clearance and inspections
- Port and terminal handling
- Ocean transport time



Cost required to export and import (Rands)

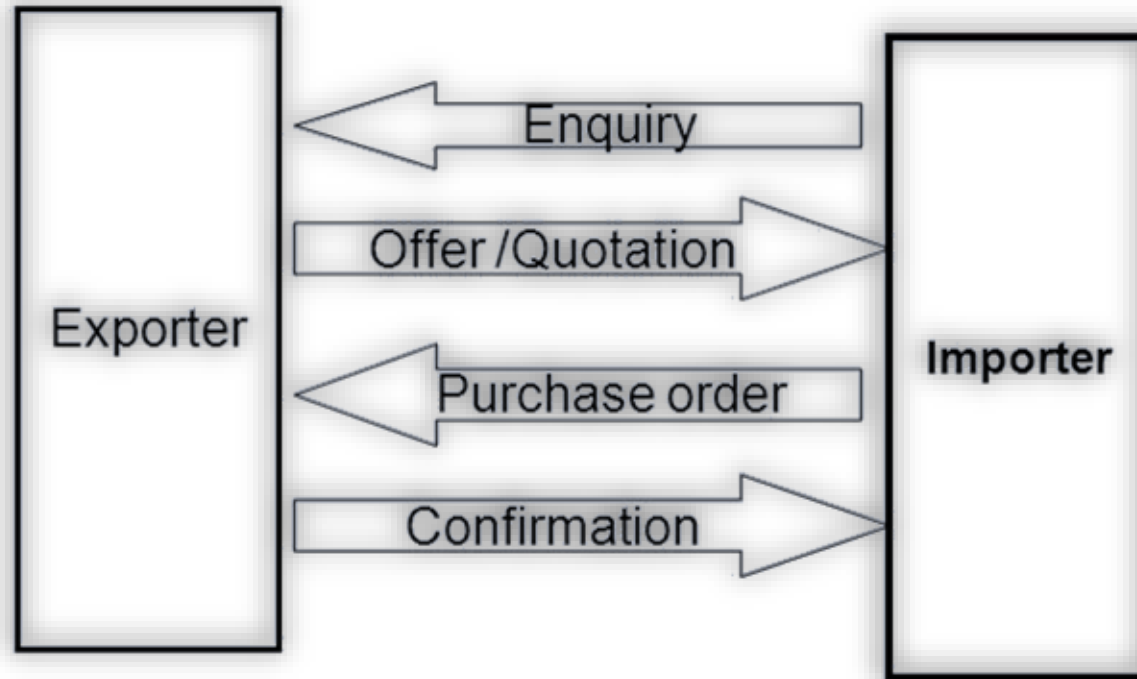
- All documentation
- Inland transport and handling
- Customs clearance and inspections
- Port and terminal handling
- Freight




**Trade & Investment
KwaZulu - Natal**
YOUR KNOWLEDGE PARTNER IN BUSINESS



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Sales Contract issues to consider?

1. When does the transfer of ownership/title take place?
2. What am I liable for?
3. Who pays charges or taxes that arise during transit?
4. What if the shipment is lost or damaged?



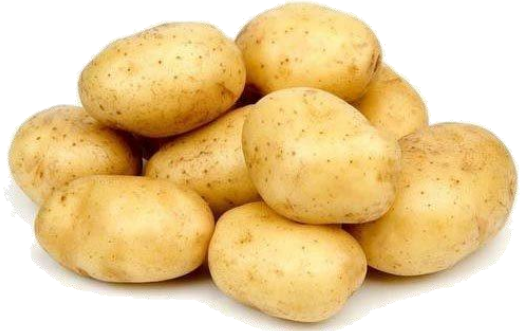
Business plan	Marketing plan
<ol style="list-style-type: none"> 1. How much you need? 2. Why do you need it? 3. How will you pay it back? 4. When will you pay it back? 	<ol style="list-style-type: none"> 1. What are you selling? 2. Who are you? 3. Who do you want to sell to? 4. Why should they buy from you?



Export plan
<ol style="list-style-type: none"> 1. What is your target market (country)? 2. How will you enter your chosen market? 3. Do you have sufficient resources in your company to support your international expansion? 4. What are the risks?



Keep learning...exploring...discovering...VALUE CHAIN



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