

Organizations contemplating exporting often need to address four universal conditions;

1. Is the business ready?
2. Is the product and production capacity ready?
3. What level of export marketing expertise does the business have?
4. What level of export development expertise does the business have?

In broad strokes these issues may appear straight forward. However, each requires in-depth analysis, area specific research, and qualified examination of the objective conclusions in order to provide accurate answers from the most informed perspective.

Further, the organization must objectively evaluate the many benefits of exporting, and balance them opposite the considerations against. In other words;

*“Why do you want to export?” vs. “What is the potential cost of failure?”*

Our export management expertise presents clients with customized exporting strategies that will provide a sound foundation from which to begin the journey toward achieving their export goals. At any stage of export development, Embassy Associates provides professional advice and guidance, onsite training and/or the comprehensive export management services required to achieve export success.