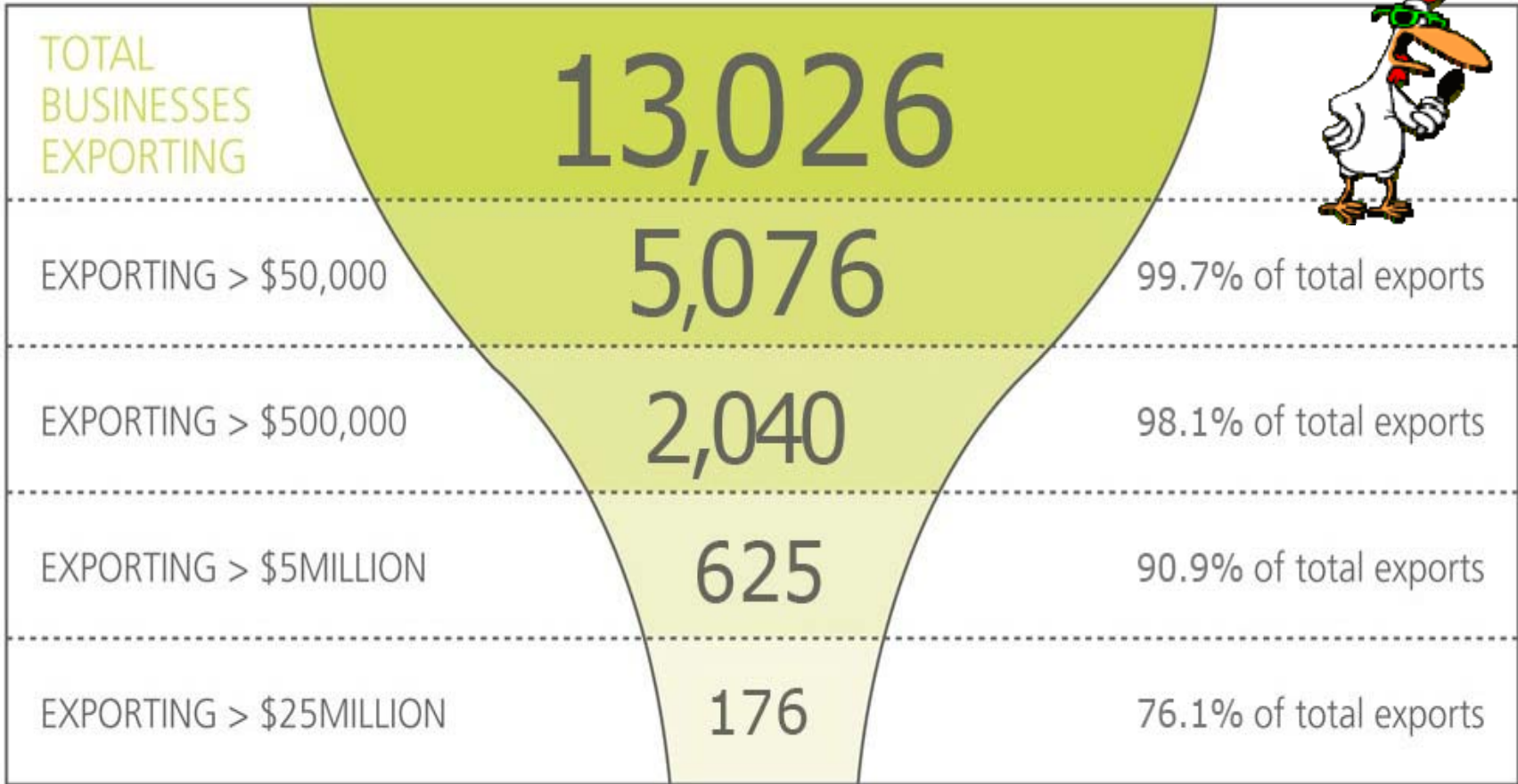


Why am I here tonight

To Sing about the opportunities for New Zealand Companies to Export



Earnings from exports of New Zealand goods, Year to June 2007



Figures are for the export of goods. Exports of services for the March year 2007 were worth \$12.3 billion.

We need to hop off the fence

pip.rubberfeet.org



And support more global businesses

Who is Florentines Patisserie?



What has been the driving forces behind Florentines Success?



Being Passionate about our Brand

- If you can't, no one else will



Building a Great Team

- It took time, but it's important

Having a Vision / Dream

- Reach for the stars & you will never come up with a handful of mud

Believing Stubbornness is a Gift

- If you believe in yourself & the business, never let anyone stop you realising your dream. - If doors are shut on you, knock again

Wake up at the same time every morning

- It's good for body & mind and you will live longer



Never let your Wife / Partner stop you from having long showers

- The best thinking is done when relaxed & when the back of the head is warm

Talk & Listen Talk & Listen

- Talk to as many exporters as you can. Every experience is only slightly different. Different products but similar experiences.

Export Strategy

Who, What, How

Let's Start with the who – (consumer)

Who is the consumer ?

How many of them are there in Australia ?

Where do they live ?

How much do you know about them ?

What do they currently buy ?

Where do they buy your sort of product ?

Can you sub segment the market ethically, socio-economically, seasonally?

Have you done any market research ?

Now Let's look at What:

What is your product offering ?

Do you fully and realistically understand the competitive environment ?

How many players ?

Who are they ?

Who is the current market leader ?

Do you really have a competitive advantage ?

Is that supported by consumer research ?

Is New Zealand an advantage ?

Do you truly have a unique selling proposition ?

How does your product stack up against them ?

Do you have the margin available to invest in building your business ?

Do you have production capacity to support your growth ambitions ?

Now finally, the how;

You think you understand the consumer

You think you have a competitive product

The challenge now is how to get it too them and make money.

“Be clear about your supply chain and distribution strategy”

What channel best suits your market entry ?

Is it all of the country or just a region ?

How will you select a distributor ?

Should you do it yourself ?

Match your market entry to your capacity to supply ?

When dealing with distributors get it all in writing ?

Try and have clear performance clauses in agreements ?

Be clear on how you get out of it if it does not work ?

Don't be seduced by one easy option ?

Understand the regulatory environment - AQIS etc

The most common mistake – *picking the wrong partner to build your business*

Do they understand your channel / customer / consumer strategy ?

Do they carry competitive products ?

Are the margins reasonable ?

How many SKU's are in the warehouse ?

What is their sales structure, how will they get focus on your product /

Are they willing to sign performance based agreements ?

Are they prepared to invest with you in promotion ?

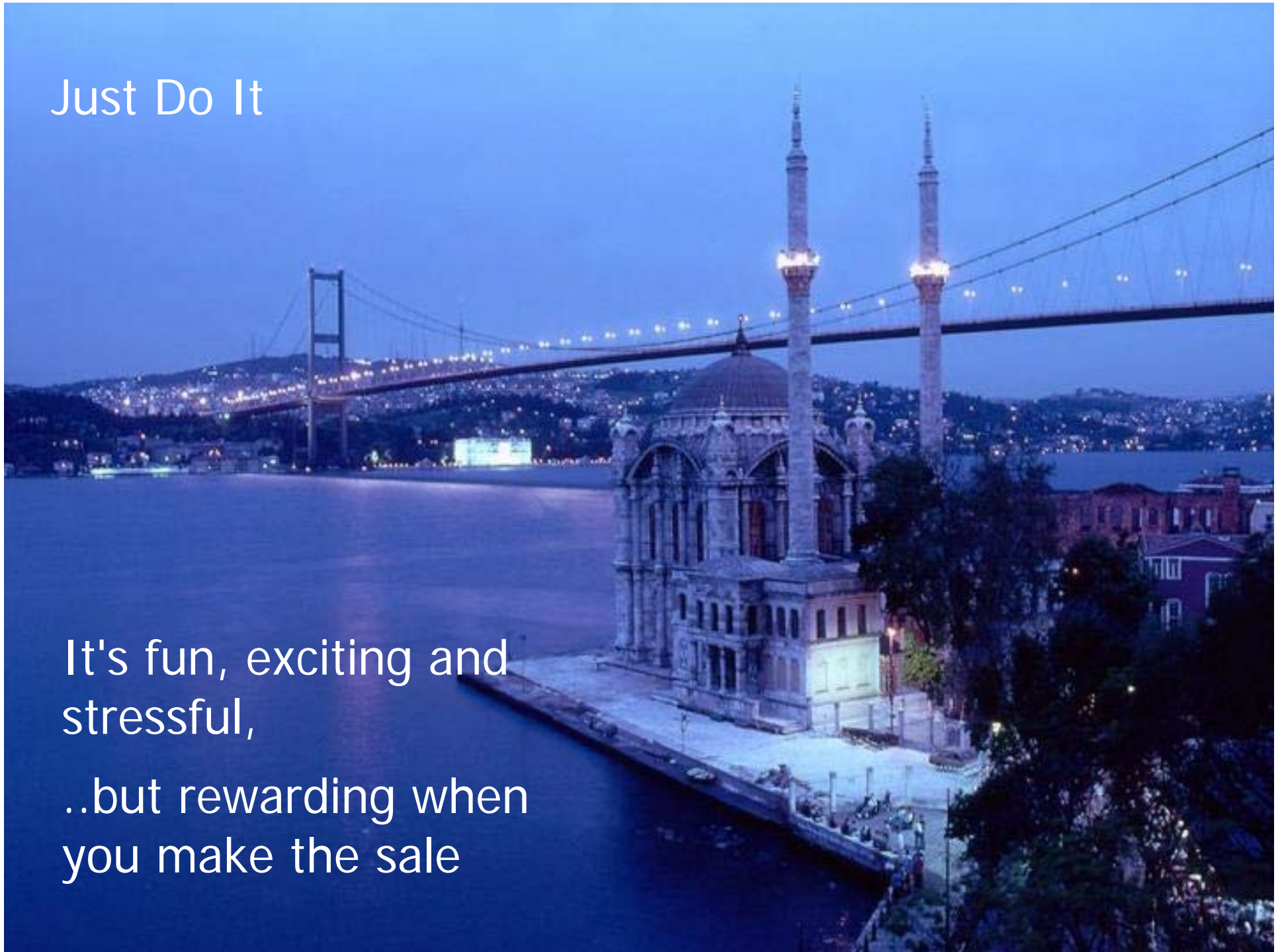
Do they reach your target market ?

What channels are they strong in ?

What if they don't pay the bills ?

Just Do It

It's fun, exciting and
stressful,
..but rewarding when
you make the sale



Then you can come home and enjoy the beauty
and wide open spaces of New Zealand

