## BUSINESS OWNER'S GUIDE TO INTERNATIONALISATION: WHAT MARKS OUT THE COMPANIES THAT SUCCEED?

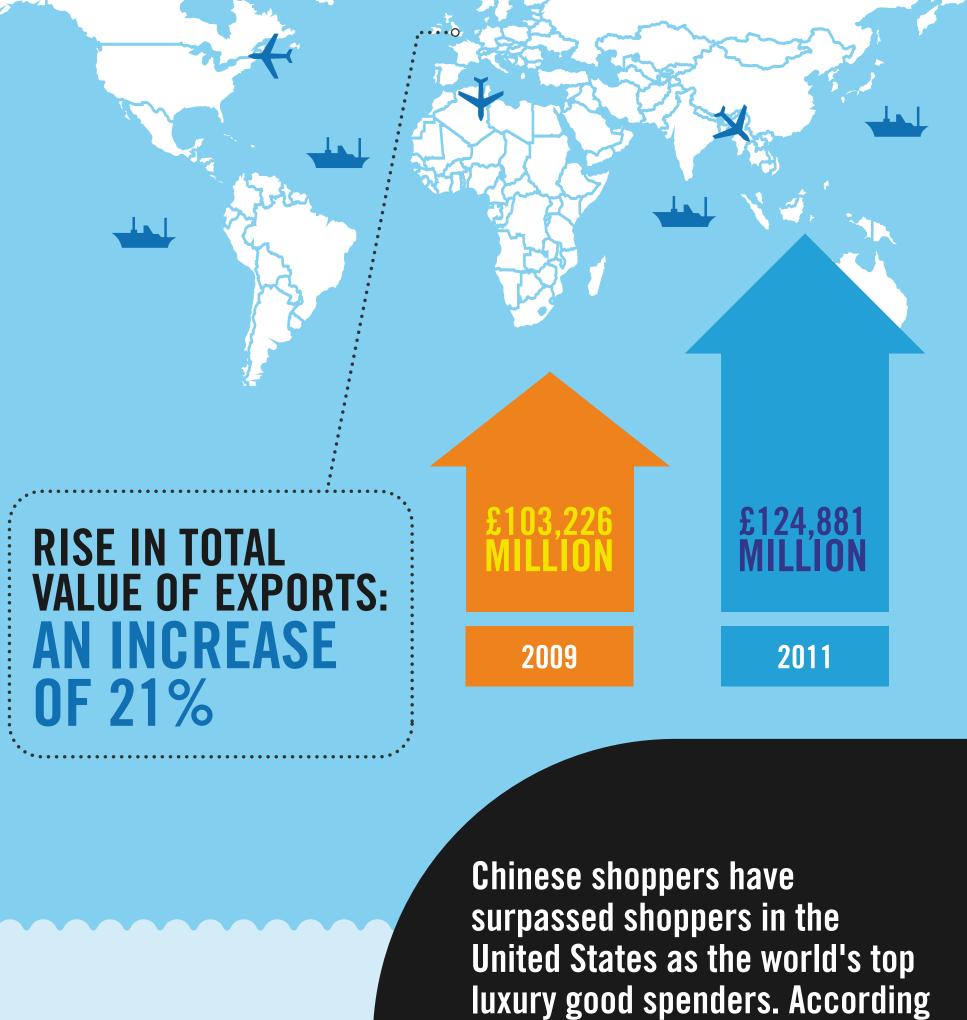
New opportunities in multi-channel retailing

are opening up overseas where forward-thinking firms are translating good ideas into bottom line growth. Looking for opportunities for growth? The world is a big

products globally. With increased competition in the UK, businesses of all sizes are now identifying growth opportunities in overseas

marketplace and it's never been easier to sell your

markets.



multi-channel retailers of any size to sell to customers anywhere in the world. Here's what business owners need to consider before they move into export markets... Channels making it easy to market and sell internationally:

The internet is

allowing

removing barriers to

international sales,

- all imports - are the top three brands. Source: Bain & Company

to a survey of 4,600 consumers,

Louis Vuitton, Chanel, and Gucci

30% OF ONLINE SHOPPERS Amazon is growing at three times RESEARCH AMAZON the rate of e-commerce and is the world's fastest growing

**BEFORE BUYING** e-commerce channel.

## eBay eBay is also breaking down barriers to selling internationally, and requires minimal investment.

Social Media

Twitter, Linkedin, Google+ etc...

Leading retailers are using social

media to communicate with their

customers globally.

Amazon

FOR 70% OF THE **MOBILE COMMERCE** MARKET

3 OUT OF 4 OF THE TOP

GOOGLE+

100 BRANDS ARE ON

EBAY AND AMAZON ACCOUNT

Talking about exports, John Cridland, CBI Director-General, said:

"To kick start growth, it's vital more firms expand into fast-growing markets. We have made some inroads, but

must take advantage of the

opportunities out there."

wealth of business

**Export for Growth 2012 Report** In its Export for Growth 2012 report, UKTI found that companies selling internationally:

**Perform** 

more strongly

Are more productive than non-exporters

Are more

resilient to

economic

downturn

**Counteract** 

issues like

seasonality

"If you become an exporter,

## **financially** Why go global?

**Find** 

exporting can drive product innovation Source: UKTI facts, quoted in the Language Wire eBook Retailer's guide to going global.

**Selling Overseas:** 

How will we deliver the goods?

\* When will we get paid, and how?

functionality required?

Questions Successful Firms Answer Before

\* How will we overcome language and culture barriers?

\* Will our product need adapting for foreign markets?

Does our multi-channel system have the flexibility and

evidence shows that you are likely to improve your productivity by a third in your

Top 5 UK Export Markets (September 2012 figures) USA £10,526m

£7430m

£6204m

Germany

**Netherlands** 

first year alone."

Mark Prisk, Minister of State for Business

Wire eBook Retailer's guide to going global.

and Enterprise, quoted in the Language

£5633m France £4410m Irish Republic To manage growth, successful exporters invest in their internal systems and multi-channel software:

**MARKETING** 

Generating additional sales through targeted

campaigns.

STOCK CONTROL

**Avoiding missed sales opportunities by maintaining stock** 

levels in real-time.

WAREHOUSE OPERATIONS

**Cutting costs by processing orders faster and with lower** 

error rates.

**CUSTOMER SERVICE** 

integrated systems giving a single view across a

multi-channel operation.

UKTI (UK Trade & Investment) is helping firms sell more

overseas:

5.5%, and 90% achieve of these firms additional sales of £600k within were SMEs. two years.

More than half

of British

businesses

which work

with UKTI

SANDERSON

How to Guide:

Smaller Retailers Which Became

Firms which

worked with

**UKTI** grew

annual sales by

an average of

Want to live the multi-channel

Multi-Channel Success Stories New Look, Apple, GO Outdoors and Dwell; they've all got something in common, and that's a leading multi-channel strategy. **Download How To Guide: Smaller Retailers Which Became Multi-Channel Success Stories** 

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dream?

**SOURCES:** http://www.ons.gov.uk/ons/rel/uktrade/monthly-review-of-external-trade-statistics/september-2012/monthly-review-of-external-trade-statistics-

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