

MANUSHI
WOMEN ENTERPRENURES

The Beginning of Export process .

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Entrepreneurship

“one who seeks to reform or revolutionize the pattern of production by exploiting an innovation of more generally, an untried technological possibility for producing a new commodity or producing an old one in a new way, by opening up a new source of supply of material or a new outlet of production.” Joseph Schumpeter

- | | | |
|---------------------------------------|-------------------------|--------------------------------|
| 1. Innovation | technology availability | Marginal efficiency of capital |
| 2. Raise money | banking for capital | |
| 3. Collect inputs/RD | | |
| 4. Talant organization | | |
| 5. Leadership | Private initiative | |
| 6. Sets a firm for optimum operation. | | |
| 7. New good of quality standard | | |
| 8. New methods of production | | |
| 9. New market | | |
| 10. New sources of raw material | | |
| 11. Reorganizations of process. | | |

Export in itself is a very wide concept and lot of preparations is required.

There are many small and medium enterprises excited to export but they miss to do the necessary home work.

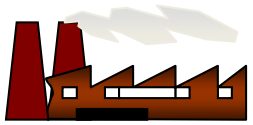
Having product or buyers alone will not lead to successful exporting and I hope this step's approach will help guide Nepalese small and medium entrepreneurial to successful export.

Good Entrepreneur

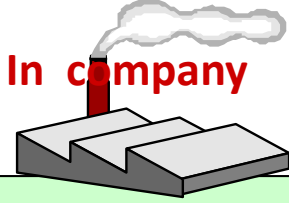
- Top management commitment and support
- Customers/Suppliers involvement and focus
- Employee involvement and focus
- Leadership and strategic planning
- Companies quality culture
- Continues improvement
- Customers satisfaction and delight.

Limitation
Cost in Time and Money
Fear of change

Plan, DO, Check and ACT



Suppliers

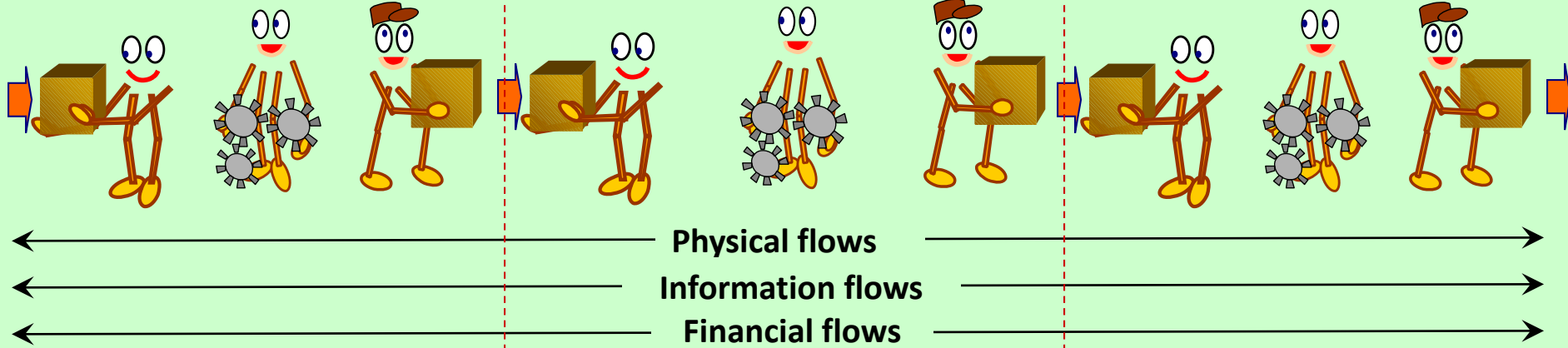


In company

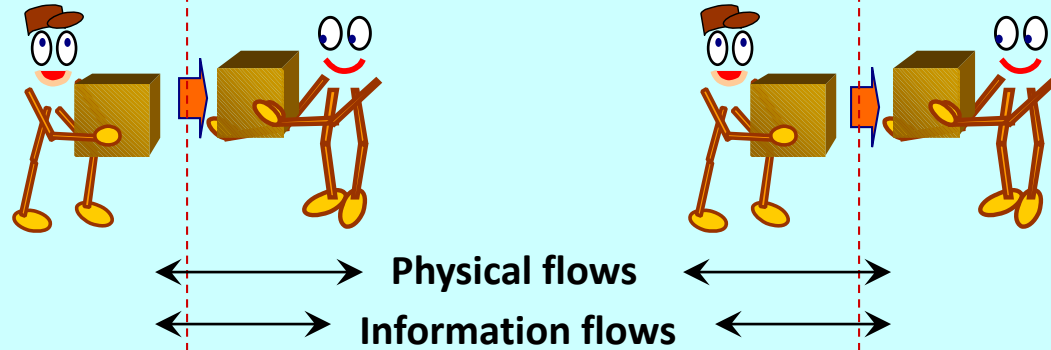


Customers

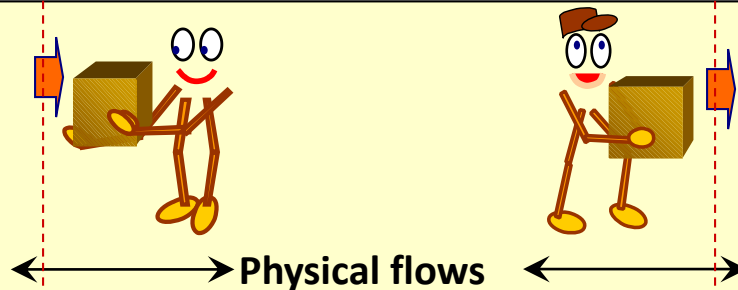
Supply chain management



Integrated logistics



Materials management & physical distribution (incl. Purchasing)



The 12 Rights of Supply Chain Management:

- **To obtain the Right Product/s of the**
- **Right Quality at the**
- **Right Price from the**
- **Right Supplier/s in the**
- **Right Quantity delivered to the**
- **Right Place at the**
- **Right Time using the**
- **Right Supply Chain and the**
- **Right mode delivered in the**
- **Right Condition with the**
- **Right Documentation at the**
- **Right Cost.**

The responsibilities of the border agencies in trade facilitation. The Freight Forwarders, the customs brokers, warehousing companies, quarantine control, immigration, bankers and security agencies.

Focus on end to end traders and manage risk in the flow of goods, information and finance with the right Data analysis and sharing mechanism to access the Security concerns.

Steps for Export

- 1. Decide what to sell.
- 2. Establishing a Firm/Organization
- 3. Opening a Bank Account
- 4. Selection of Markets (where to sell)
- 5. Geographic areas that your exports will fall majorly under following:
 - a. European Union,
 - b. USA,
 - c. China,
 - d. Australia and New Zealand,
 - e. Rest of the world

- 6. Have a plan, i. Your People, ii Your Capacity
- 7. Labeling, Packaging, Packing .
- 8. Sampling
- 9. Pricing/Costing/ insurance
- 10. Inco terms.
- 11. Your Knowledge : Visit potential new market if possible or review literature available in the net or trade related webs. Showcasing your products at trade fairs and building new contacts are some very important activity.

- 12. Choose a route to market :You can do one of four options :
 - a. Sell directly, b. Use a distributor , c. Use a sales agent ,d. Create a joint venture.
- 13. Find the opportunities
- 14. Start marketing
- 15. Negotiation with Buyers.
- 16. Means and Mode of Transport.

- 17. Understand the administration involved.
- 18. Export documentation
- 19. Processing an Export Order i. Confirmation of order, ii. Procurement of Goods, iii. Quality Control, iv. Finance.
- 20. Transport logistics and Insurance

- 21. Delivery
- 22. Payment process.
- 23. Success

Congratulations!! Now you have successfully become an international exporter. The work doesn't stop here. Now you need to increase your chances of repeat business and become a reliable international exporter with a solid brand.

Documents and its function for Sea movement

S/No:	Documents needed for Export	No of Docs.	Function of Document and issuing Body
1	Letter of Credit/Advance payment certificate and Covering letter of bank	3 to 1	Contract between Buyer and seller with bank of Exporter and importer in between. Bank of the Importer or the nations bank
2	Commercial Invoice (Description of Goods and value per unit and total.	3 original and several copies	Sort of Bill with description of goods ,its unit price ,total price. This is the main document for getting the payment. Prepared by the Seller:
3	Packing list (Volume and weight break of each Pc)	3 original and copies	Detail of the packing per Package with contains with in. Total Pcs, Package and dimension. Prepared by the seller.
4	Pan /Vat/EXIM CODE	1 copy	Registration with the governments tax department. Department of Customs. Government Authority
5	Company registration certificate copy	1 copy	The proof that the company has been registered with the Government. Government Authority
6	Authority Letter	1 original	For permitting the Freight Forwarder or Custom Broker for clearing the goods on behalf of the exporter. Prepared by the Shipper

Cont....

7	CTD	1 set of 8 pages	Form mentioning the details of the goods for the purpose of transit from another country to third country. Prepared by Freight Forwarder
8	Yellow paper (Custom declaration) SAD	1 set of 4 pages	Master Document of Government with all details of export. Prepared by : Freight Forwarder or Custom Broker
9	Currency declaration Form NOT needed during export but while negotiation.	1 set 2 pages	For the purpose of the Federal Reserve Bank for record of foreign currency transaction. Prepared by the freight Forwarder
10	Insurance	1 copy	Proof that the goods have been insured as per the contract between the buyer of seller .Issued by :Insurance Company
11	Transport Document	3 original and some copies	Receipt of goods by the Airlines or shipping liner, Freight forwarder or MTO. Issued Freight Forwarder or MTO or the carrier
12	Undertaking and Authority for Kolkata Customs and port	1 page original	Special undertaking for Indian government for handling at port and delivery of goods to Nepal. Prepared by Freight Forwarder endorsed by Shippers Bank.
13	Certification of Origin (Chamber) REX/Special requirements like quality compliance ,SPS etc.	1 set of 7 pages	Proof that the goods have been produced in the country issued by Nepal Chamber of Commerce. By Chamber of Commerce: quality assurance

Some special documents needed based on the type of Export and issuing body:

- Handicraft Certificate (for handicraft Goods) handicraft Association
- Visa in case of garments export issued National Productivity Organization
- Plant Quarantine certificate in case of Plants/Food items(Food technology Office)
Permission from department of Forestry in case of Forest product *
- Certificate from Agriculture department in case of agro products.*
- Sample goods and special goods permission from department of Customs ie: diplomatic /Personal effects*
- Human remains (Doctors certificate, endorsed by Home Ministry)
- Fumigation certificate for Agro products or wooden goods (certifying body)
- ATA CARNET (Ministry of Commerce and Industry)
- GSP/Derogation (Trade promotion centre)
- Quality Certification like ISO, HACCP, Health and sanitation certificate, child labor, Fe Trade, Environment etc

Special Bank Documents : Bill of exchange, Beneficiary undertaking etc

Transport Document: OBL, HBL, MAWB, HAWB, FCR, HOC, RCN,etc.,

Segregation of Documents as per following:

- Negotiation Document (Contract)
- Bank documents
- Customs Documents
- Documents in Transshipment points (CCU)
- Special documents as per commodity
- Special certification required by Importing country.
- Transport Document.
- Insurance ?

Major Documents

- Commercial Invoice
- Packing list
- Custom declaration SAD
- L/C or Advance Payment Certificate
- Insurance ?
- Transport Docs.
- Special document as per commodity Quality compliance CoO etc.
- Importing countries requirement document. ie CTD, REX(GSP)

Transport Document :

- Different type of transport document is issued based in the mode and means for transportation:
- 1.FCR
- 2.HBL
- 3.HAWB
- 4.MAWB
- 5.OBL
- 6.Combined transport bill of lading
- 7.MTO Document

Special tips.

- • Keep in regular contact with your customers and get feedback to improve your offer.
 - Deliver on time and don't keep people waiting. If delays cannot be avoided make sure you communicate early and often with your customers and keep them updated on progress.
- Keep an eye on other potential customers so that you can grow your sales. Continue with your promotional activity and keep visiting the tradeshow.
- Now that you are successfully exporting into one market use everything that you have learnt and apply that to another new market. Explore adjacent countries or those with similar characteristics. You already have a very good understanding of what it takes to become successful so your exploration into additional markets should be quicker and potentially easier for you to continue with your expansion and growth.
- International shipping is not as simple or as inexpensive activity needed for export deliveries.

You also have added complexities along with getting paid, documentation and logistics to think about. All these are the work of logistic service providers who can help do it all for you.

Consolidation

- What is consolidation and how it helps small entrepreneurs.

Finding Buyers

- On line and OFF line
- Associations
- WEB(Google tool, B2B web sight,)
- TEPC
- ITC
- DIGGING for GOLD (CBI ,Netherlands)
- Personal contact.
- Freight forwarders

Quality Compliance

- Product or service is of good QUALITY when the NEED and EXPECTATION of the CONSUMER is fulfilled.
- Performance (Fit for purpose) , Appearance, Availability & delivery, Reliability/durable,
- Accountable, Traceable, predictable,
- Price/Value for money.
- HACCP
- Quarantine, Fumigation,
- Environmental,
- Labor,
- CSR,
- Ethical CODE,
- ISO.TQM.TQP
- Managing is about ACT,ART or Manner of handling, Controlling, Directing etc.
- Internal and external audit

Use of Logistic Service Providers and its benefits,

1. Better monitoring; (Right document, perfect procedure compliance, right cost, right information.)
2. Increase in revenue
3. Better risk management
4. Right tax collection
5. Reduction on money laundering
6. Increase on foreign currency earning when export is low
7. Increase predictability , accountability and Transparency
8. Better coordination among stake holders government and private.
9. Help SMEs with consolidation and right logistic cost.
10. Better Actors coordination along the Value Chain

What are the hurdles ?

1. Resistance to change on governments approach to traders and trade .
2. Bad negotiation capacity due to know all feeling .
3. Consultant with wrong people and stake holders .
4. Private sector resistance to change context and fear of loosing business .
5. Wrong Leasing practices of developed infrastructure :
6. Least priorities to transit cargo
7. Wrong interpretation of International INCO Terms .
8. Agreement under treaty for putting barriers to entry of goods at transit point .
9. Non acceptance to free flow of information by electronic means like National single window and connection to regional single window .
10. Revenue oriented Financial policy
11. Non acceptance of private sector and governments agencies to increase Transparency, accountability and predictability :
12. Protections in the pretext of security and illegal trade .
13. Coordination among border agencies.
14. No dispute settlement mechanism for traders and stake holders.

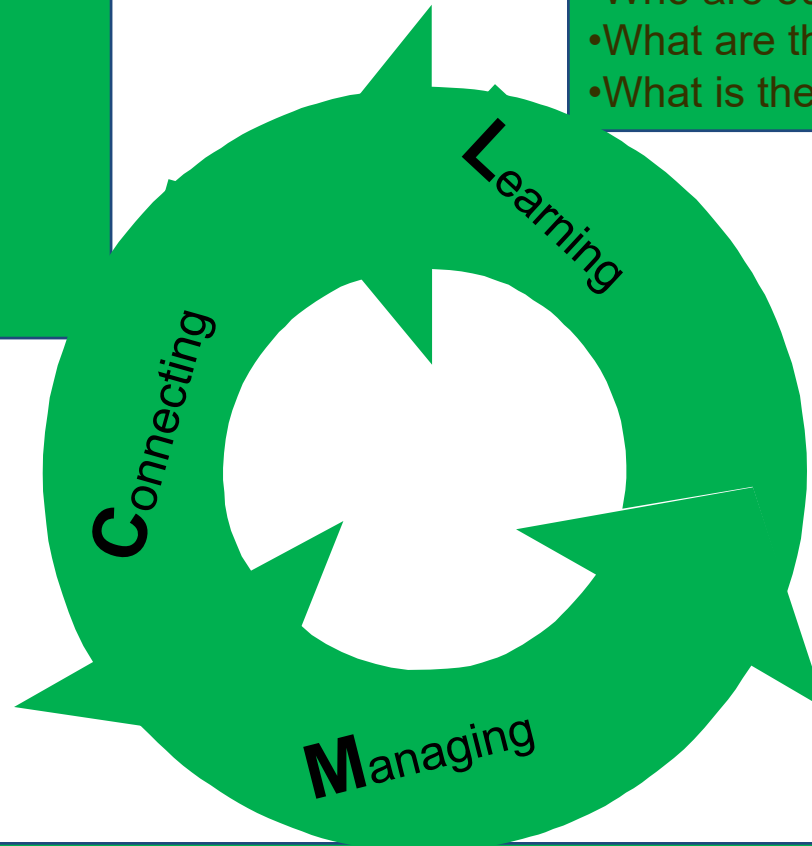
The CRM Framework

Connecting in relationship with the customers:

- What is the target relationship?
- How to develop the relationship?
- How to share control?

Learning to know the customers:

- Who are our customers?
- What are the customers' expectations?
- What is the customer's value potential?



Managing the programme for business outcomes:

What is our identity? How to organise for CRM?
How to execute the change? How to measure performance?

Everything starts with a thought. Our thoughts can make or break our lives. Positive thinking (Attitude) leads to successful foundation..Discover and perceive truth---

Truth comes from your thoughts and thought from your mind;
That mind is the master weaver ,both of your inner and outer garment of circumstances.

“They themselves are makers of themselves”

–Any Questions ???????

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Thank you!!!

