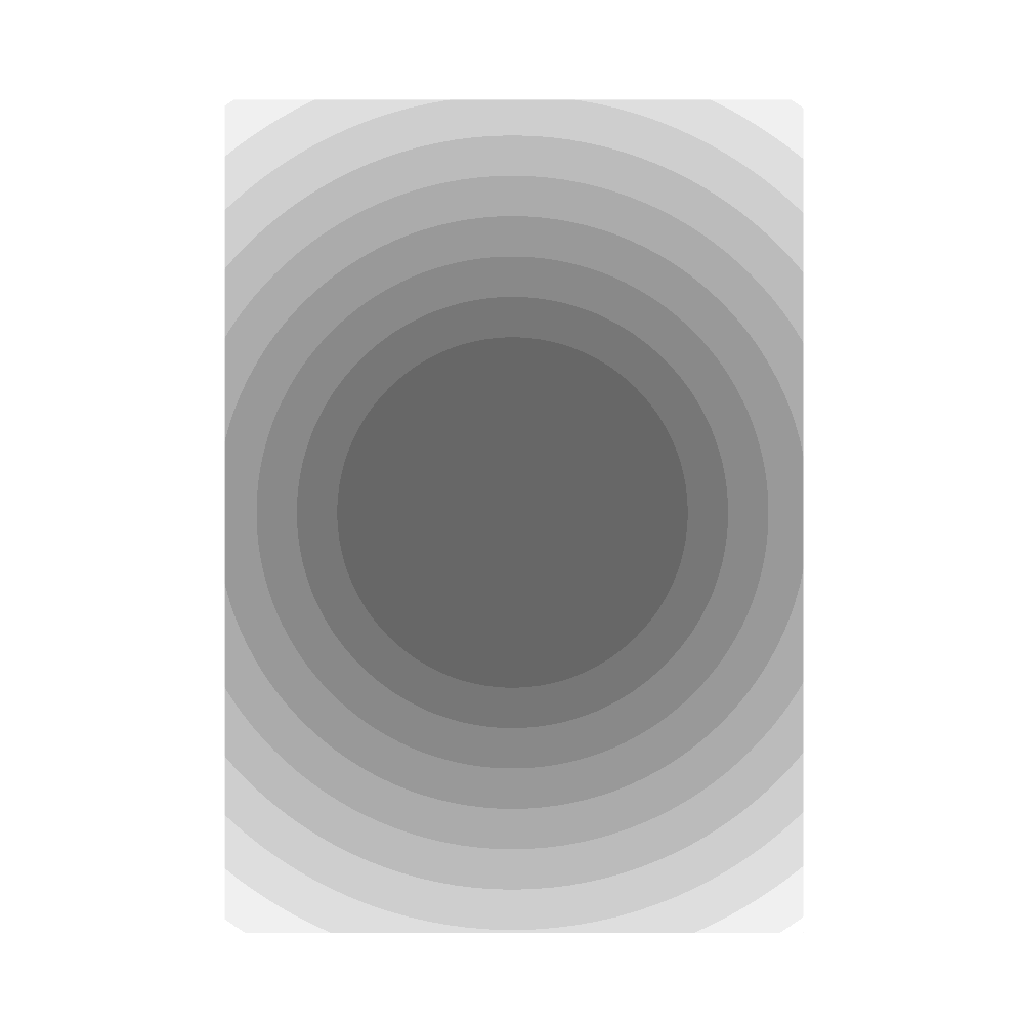
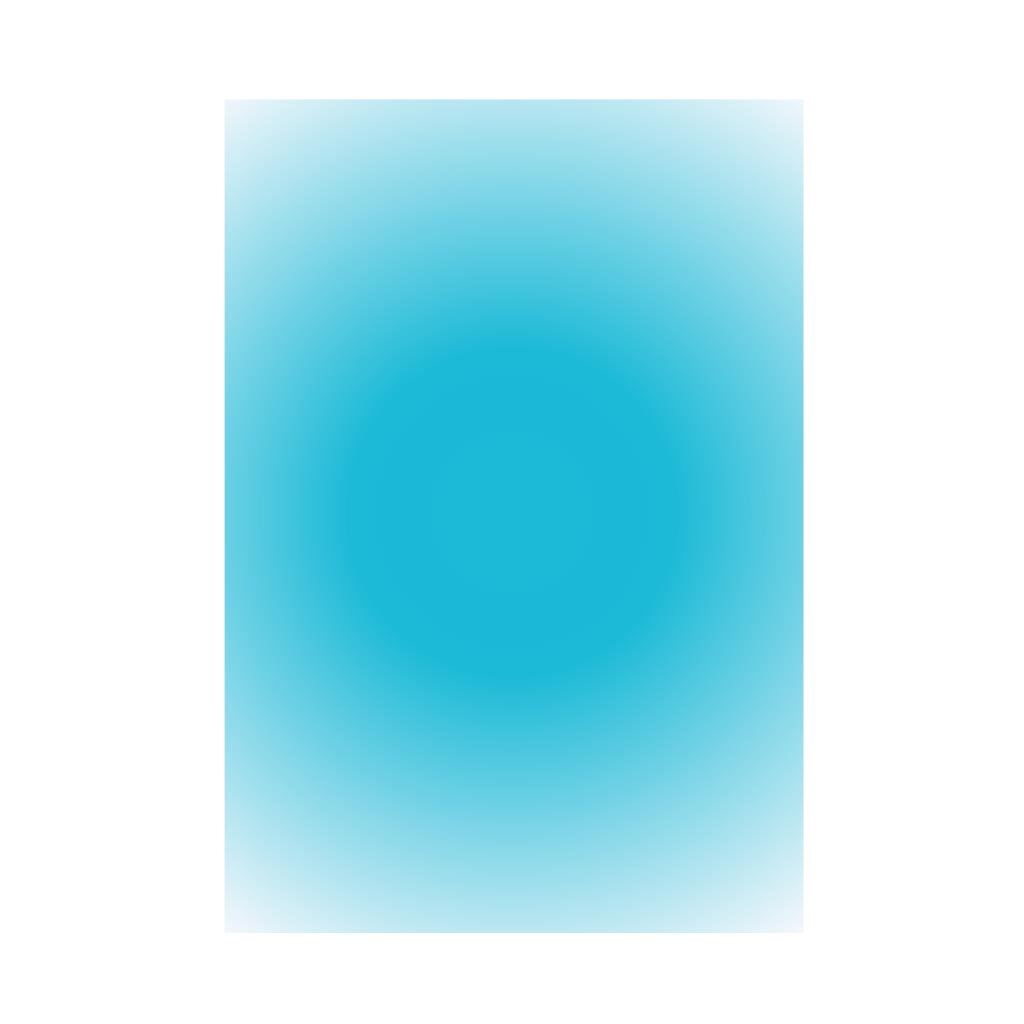
Awesome Exporting



Workbook



Participant’s Name:



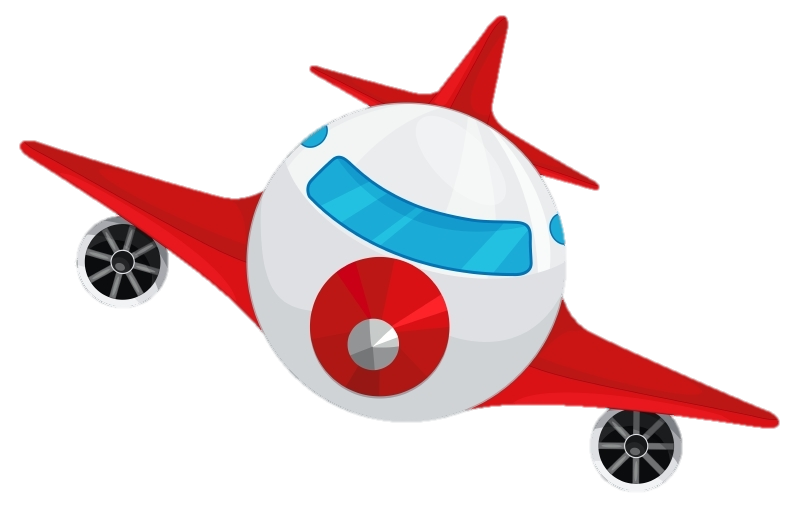
DofE ID:

Level: f

Start Date:







Introduction & Research

Assume you are an established company, partnership or sole trader, and able to provide a product manufactured in Britain, or provide a service using resource from Britain. The service must be physically  
delivered in your chosen export country, so not internet based, for example.

Your export country will be selected from the list of countries that currently delivers the Duke of  
Edinburgh's International Award.

You should consider the reasons for exporting and the benefits it can bring both to individual companies  
and the British economy as a whole.

Utilise government and official websites to obtain a general picture of export activity, including  
processes, geographical patterns, statistics etc to gain a basic understanding of the nuts and bolts of  
exporting.

Suggested websites to help you:  
www.gov.uk/starting-to-export  
www.export.org.uk

Use this week to familiarise yourself with exporting, the countries that DofE operates in and get a general   
feel for the course content.



Selection

Select your country from the list of 140 countries that currently delivers the DofE International Award  
(only one country can be selected).

Select your product or service from the list.

Explain the reason why or the link in your choice of country and your chosen product/service.

Use this week to choose your country and product / service.

IMPORTANT: don’t spend too long selecting your product – 30 minutes should be enough time.



3

Foreign Currency

To learn about foreign currency exchange and its important role in international trade.

To investigate your chosen export country’s currency, considering exchange rates and factors affecting these.

• Being mindful of your market and changes in exchange rate, do you provide pricing in multiple currencies or just one?

• Do you choose stable currencies?  
• Are there any implications accepting payment in that currency?

Consider the best methods of payment, ensuring that payment will be guaranteed.

Check currency exchange websites or maybe visit a local bank.  
Don’t forget to keep any evidence (documents, photos etc)



4

4

Markets & Marketing - 1

Research your chosen export country in detail and compile a basic “Country Profile”.

You could include the following areas:

• SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats) of the country as a trading partner.

• Any impact of time zone differences.  
• Culture and demographics.  
• Global location.  
• General economic stability.  
• Climate / natural disaster vulnerability.

The country profile enables you to have a good overall view of your chosen market and will be good evidence of research conducted and submitted.



Markets & Marketing - 2

Research how to market your chosen product / service.

There are many different ways to market. Some examples to consider are:

• Online advertising (via the internet).  
• Television adverts.  
• Ads in theatres.  
• Product placement (in a popular TV show or film).  
• Radio.  
• Magazine / Brochure / Newspaper advertising.  
• Billboard adverts.

Think about your product or service… which form of advertising would reach more of your target audience? Does every home have access to the internet or TV? Do you need to think about which is more cost effective?



Be Creative!

Produce marketing evidence to submit of your chosen marketing route:

i.e.

• Packaging design (think about which material would be best).  
• Advert design (colourful, eye-catching, not too wordy).  
• Sample web page (could be the Home page or any other page).

GUIDANCE: not only could your packaging be eye-catching in design, but also needs to be suitable for   
protecting your product when it’s being shipped. All physical items can be submitted as evidence via   
photos. PowerPoint can be used for submitting screen shots.



7

Logistics & Transport - 1

Investigate different transport methods and the best way to deliver your chosen export country.  
Would it be better to use road, rail, sea or air?

Consider:

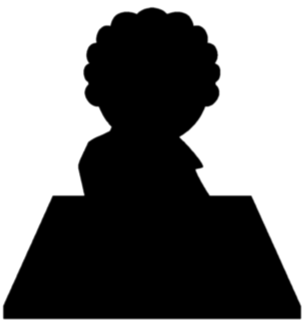
• Cost  
• Time  
• Environmental Factors

Look at international courier websites and transport companies such as UPS, DHL, FedEx etc to get  
times and prices. You could also contact shipping companies or relevant transport companies.

When thinking about environment factors, you could look into aspects such as the carbon footprint of your   
product and whether any ingredients could be made more environmentally friendly.



8





8

Logistics & Transport - 2

Research documentation requirements to satisfy UK exporting.

Understand requirements for your chosen country's imports, such as product restrictions and tariffs.

You may find some useful information here:

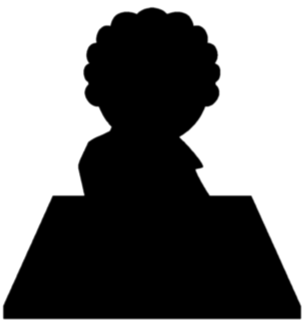
https://parcel.dhl.co.uk/what-you-can-and-cant-send/  
https://www.gov.uk/starting-to-export

If providing a service, consider additional documentation requirements such as a work permit, as you   
or a member of your staff may have to travel to your selected country, and potentially stay / live there   
for a period of time.

Keep any paperwork as evidence as part of your research (e.g. Airway bills)



9





9

Cost & Margin - 1

Consider the overall profitability of your exporting activities, particularly:

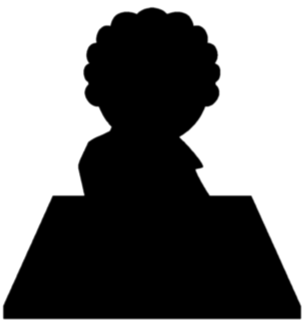
How much will it cost to export?  
Have you selected the most cost-effective way(s)?

• Transport Method  
• Packaging  
• Advertising

Evidence can be submitted through Excel Spreadsheets or graphs on PowerPoint.



10





10

Cost & Margin - 2

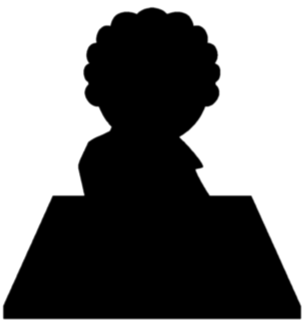
Determine how you will provide after sales support (via a help desk, online support, manned   
telephone assistance).

How will you ensure that you have good customer retention which could lead to repeat business   
(happy customers, new products, discounts and offers)?

Review sites can have a make or break effect on your product - will this affect you?  
Looking at your chosen market, would it be better to employ a distributor / reseller / agent?



11





11

Investigate your chosen export country's culture, for example the working week, religious festivals /

Culture, Selling & Ethical Issues - 1

days, holidays.

Identify any considerations (positive or negative).

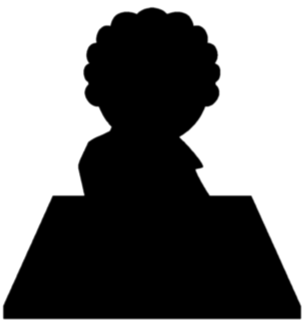
Understand how your export country conducts business.

How can you use this information to your benefit and what needs to be considered?

Think about whether face to face meetings are better for business rather than email or phone?  
Is bartering accepted?  
Are there any language barriers?



12





12

Culture, Selling & Ethical Issues - 2

Be familiar with your chosen export country's code of ethics (e.g. the use of cheap or child   
labour). This also applies to any agent / distributor that you may use.

Consider how you could ensure that your product or service is used for its intended and legitimate purpose (is there any way that it could be modified or used in an elicit way or added to a product that's illegal)?

As this is week 12, ensure you have enough time to review your final piece in preparation for submission.

**Well done... you've done it.**



