

## Smart Tips for First Time Exporters

Even before, exporting has been rampant in the industry. The internet being the mode of transaction acted as a useful force in meeting the needs of the customers. The supply of chain always starts with an exporter, then to the buying agent, then to the distributor, next to the stockiest and finally to the retailer.

The faultless, inexpensive but complex communication chain through different continents created a rapport between the buyer and the retailer. Both suddenly found out how much to benefit they will incur on the process of importing and buying of the products.

Today, the conventional supply chain is still useful for major morsel of exportable goods. But the direct transaction between the overseas retailers and exporters and overseas retailers is growing rapidly. Wise exporters have now planned and organized themselves the ideal ways of serving the best for overseas retailers.

Here are some smart ideas for fast and convenient exporting services:

**Retailers Purchase in Small Quantity.** Get only small scale retailers and disregard those load quantities. Retailing means overlooking those large purchases that can hinder the flow of money, putting your business at risk. But if your merchandise is not for small order, retailing is not for you.

**Frequent Orders.** It may be usual that retailers will order the same goods every time he comes back to you. He may have enough money for a large inventory or can keep the goods in a rack space. Export orders are in demand during peak season like Christmas.

**The Margin Level can be higher.** You may pay back smaller quantity at a higher price. Unlike the price in the local market, the retailer may feel considerable pinch and can lower down the price if you know how to communicate well.

**The issue of trust matters.** Importing from other countries may lead to tremendous profit, but it may be risky than purchasing from a local market. The issue of giving trust will always be the mindset of the retailer. During the first few transactions, the retailer will always have the chance to negotiate with the exporter. Thus, the former should be careful in taking his orders.

**Air Freight is Preferred.** Some small scale retailers don't have a freight engine that's why they are having difficulty with huge shipments and long period of

delivery in sea freight. Opting for Royal Air Freight is a bit expensive but is ideal. Royal Air Freight will surely meet the retailer's needs better. First time retailers however may not be aware of these concerns. It is the exporter's responsibility to quote for the air freight and inform the retailer if needed.

Getting the right information about the Retailers. There are lots of retailer's associations in across Europe and USA. The easiest way is to find them using a directory. You can contact them to be able to get the complete list of retailers. The Great Indian Bazaar is one of the famous associations which has piled up a directory of almost 2500 overseas retailers. The retailers are composed of convenience stores, small retail markets, large retail outlets and drop shippers.

Exporting to whether small or large overseas retailers do not demand considerable investment. Shipment can be easily handled by Royal Air Freights. Therefore, exporters especially those new in this field shall find the above opportunity worthwhile. Keep in mind that a periphery from a particular shipment may not gain much, but lots of active retailers can assure a small exporter busy all through the year.