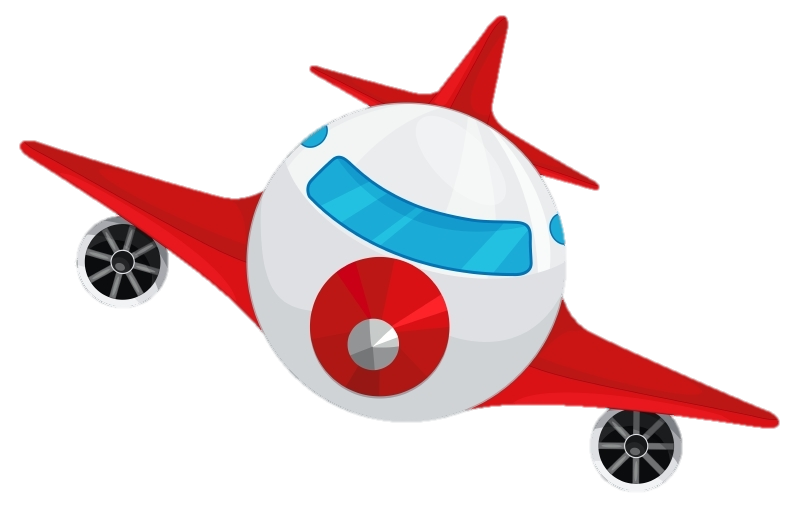
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Start Date:

eDofE ID:

Participant’s Name:

Awesome Exporting

Workbook

Bronze Award

Silver Award (3 months)

Welcome

Congratulations on signing up for the **Awesome Exporting** Skill for your DofE Award.

We are delighted that you have chosen the course. We are here (along with Hew) to guide you through the next 12 weeks, giving you a better insight into the fascinating world of exporting.

Each week there will be an area of export that we ask you to research and then write about. Write as much detail as you can, and, if you have any, back up your writing with facts, figures, statistics, evidence of visits or correspondence that you’ve had with other people.

To help you with your answers we have colour coded each week. Any question in **this** colour means we would like to see you write about it. Any useful links to information are identified by a Link icon Royalty Free Vector Image - VectorStock symbol.

At each 4 weekly point we ask you to submit your work so that we can review it. This makes sure that you’re going along the right lines.

We can be contacted during work hours via the website online chat or email (dofe@iccsolutions.com).

There is no right or wrong answer to the course, and we can’t wait to see your work!

Good luck and have fun!



Scenario

You own a company that is well established and already sells products to UK customers. Your product or service is manufactured / uses skills from Britain.

As you are doing well, your company now wants to generate more sales and the best way to do this is to sell to other countries (export).

You will be able to choose a product / service and country for this project. The product / service must be able to be physically delivered to 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.

Welcome onboard! It’s nice to meet you.

Introduction & Research

Week 1

* Research what exporting is and describe, in a couple of sentences, what you’ve found out. You can use definitions in addition to your own words.
* Why do you think it’s good for companies to export?
* How do you think it helps the British economy?

If you can find any relevant graphs or statistics to back up your comments, you could add them too.

There are some great websites out there that will help you to gain a basic understanding of the nuts and bolts of exporting.

​

Suggested website to help you: ​

**[www.great.gov.uk/advice](https://www.great.gov.uk/advice/)**

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[Use this box to type your answer. Alternatively, you can create a separate document as your ‘answer book’ which would give you more room to type.]



Selection

* Select your country from the list of 140 countries in the link at the bottom of the page that currently delivers the DofE International Award (only one country can be selected).

*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.*

Week 2

* Select your product or service [here](https://www.icceducate.co.uk/products-services).
* Explain the reason why you chose that country and your chosen product/service.

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[**DofE Countries**](https://intaward.org/do/regions-locations/)

[Use this box to type your answer. Alternatively, you can create a separate document as your ‘answer book’ which would give you more room to type.]



Foreign Currency

Week 3

It’s important to learn about foreign currency exchange and its role in international trade.

* What is the currency used in your chosen export country?
* Do you think it would be better to provide pricing for your products in just this currency or give customers a choice of one or more other currencies?
* Are there any currencies that are more widely used around the world than others?
* Do you think there would be any problems accepting payment in that currency?
* Are there any world events that could have an impact on currencies?

*Check currency exchange websites or maybe visit a local bank.*

*Don’t forget to keep any evidence (documents, photos etc)*

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[**Government Exchange Rates**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/881307/exrates-monthly-0520.csv/preview)



[Use this box to type your answer. Alternatively, you can create a separate document as your ‘answer book’ which would give you more room to type.]

Markets & Marketing (1)

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

* Create a SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats) of the country that you have chosen.
* Does the time zone difference between your export country and the UK have any impact?
* What is the culture like in your chosen country?
* Are there any differences across the country or are they all the same?
* What is the economy like in the country? (ie wealthy, very poor etc)
* Does your export country ever have any natural disasters or problems with the climate at any point during the year (eg droughts in summer)?

*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.*

Week 4

***\*\* Remember to submit your work for weeks 1 - 4 at the end of this week \*\****

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[**SWOT Analysis explainer video**](https://www.icceducate.co.uk/swot-video)

[**Country Information**](https://www.great.gov.uk/markets/)

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[Use this box to type your answer. Alternatively, you can create a separate document as your ‘answer book’ which would give you more room to type.]

A SWOT template is on the next page.

**SWOT Analysis**

Strengths:

Weaknesses:

Opportunities:

Threats:



It’s important to market your product well to make the most of possible sales.

There are many ways to market your product/service. 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.
* Which of ways above would be best for your product/service (there may be more than one)?
* Explain your choice(s)
* Are some methods more expensive than others?

*Think about your product or service… which form of advertising would reach more of your target audience? Think about factors such as does every home have access to the internet or TV*

Week 5

Markets & Marketing (2)

[Use this box to type your answer. Alternatively, you can create a separate document as your ‘answer book’ which would give you more room to type.]



Be Creative!

Week 6

Produce marketing materials for your product **(submit 2 from the options below):**

***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 that you create can be submitted as evidence via photos. PowerPoint can be used for submitting screen shots.*

* Packaging design (think about which material would be best).  
  Draw an example of your packaging with labels explaining materials to be used, colours, design etc
* Advert design (colourful, eye-catching, not too wordy).  
  You can design on a PC or hand draw.
* Sample web page (could be the Home page or any other page).  
  This can be done on a PC or hand drawn.



[Use this box to type your answer. Alternatively, you can create a separate document as your ‘answer book’ which would give you more room to type.]

Logistics & Transport (1)

Week 7

Investigate different transport methods and the best way to deliver to your chosen export country.

* Would it be better to use road, rail, sea or air?
* Why do you think that (using the categories below to explain)?

[**Methods of transporting goods**](https://forto.com/en/blog/modes-transportation-explained-best/)

Consider:

Cost  
What are the differences in cost for each method? Are some more expensive than others?  
Time  
Which route is quickest and which slowest?  
Environmental Factors  
Is carbon footprint a deciding factor for you?   
Will you be sending single / individual orders or bulk orders?

*Use international courier websites and transport companies such as UPS, DHL, FedEx etc to get times and prices. You could also speak to shipping companies or other relevant transport companies.*

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[Use this box to type your answer. Alternatively, you can create a separate document as your ‘answer book’ which would give you more room to type.]



Week 8

Logistics & Transport (2)

There are many guidelines that countries have for accepting products or services into their country.

* Research documents that are required to be able to export your product / service. Which documentation will you need to provide? Give an example(s)
* ​Are there any restrictions on sending products / services to your export country?

​

You may find some useful information here:

[**DHL - what you can and can't send**](https://parcel.dhl.co.uk/what-you-can-and-cant-send/)

[**Exporting Restrictions**](https://www.gov.uk/guidance/current-arms-embargoes-and-other-restrictions)

* ​If providing a service, consider other things 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. Provide evidence of any research and findings if you have opted for a service.

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

[**International Trade - Paperwork**](https://www.gov.uk/guidance/international-trade-paperwork-the-basics)

***\*\* Remember to submit your work for weeks 5 - 8 at the end of this week \*\****

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Cost & Margin

Week 9

Customer service is very important and customers being able to contact you if they have a question or a problem. Without customers, your business won’t make money!

* What do you think makes good customer service? Give a list in order of importance to you.

Once the customer has purchased your product / service, they may still need help (called after sales support.

* How will you provide after sales support to your customers?

(Via a help desk, online support, manned telephone assistance etc).

* ​How will you ensure that customer come back and buy from you again?

(How do you make customers happy? Do you offer new products, discounts and offers)?

*Review sites (eg Feefo or Trip Advisor) can have a ‘make or break’ effect on your product - will this affect you?*

Consider the overall profitability of your exporting activities. Have you picked the most cost-effective ways?

**Transport & Logistics** – have you chosen the most cost-effective option? If not, why not?

**Packaging** – are you sending individually or as bulk orders?

**Marketing** – have you chosen the most effective option? Explain why you think that.

[Use this box to type your answer. Alternatively, you can create a separate document as your ‘answer book’ which would give you more room to type.]



Culture, Selling & Ethical Issues (1)

Week 10

Every country has its own beliefs and cultures and it is vital that you observe and respect them when taking your product to that country to sell.

* Does your export country have certain religious festivals?
* What is their working week?
* Do they have special holidays - which are most important or widely followed?

​

* Would any of this information help you when selling your product / service? ​

*Think about whether bartering is accepted / welcomed?*

*Are there any language barriers?*

**Link icon Royalty Free Vector Image - VectorStock** [**How culture affects international trade**](https://www.languageinsight.com/blog/2019/how-does-culture-affect-international-business/)



[Use this box to type your answer. Alternatively, you can create a separate document as your ‘answer book’ which would give you more room to type.]

Understand how your export country prefers to do business with other countries / suppliers.

* Do they have more preferred methods of communication (telephone calls rather than email, for example)?
* Would you need to visit in person initially to win business?
* How often do you think you would you need to go over?

Week 11

Culture, Selling & Ethical Issue (2)

Be familiar with your chosen export country’s code of ethics, for example:

* Is it a country that uses cheap or child labour?

[**Country Information**](https://www.great.gov.uk/markets/)

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[Use this box to type your answer. Alternatively, you can create a separate document as your ‘answer book’ which would give you more room to type.]



Week 12

Conclusion

***Congratulations – you’ve completed the course!! Well done!***

***\*\* Remember to submit your work for weeks 9- 12 at the end of this week \*\****

We would love to know how you found the course!

Please write a conclusion from your own perspective about the last 12 weeks.

* Let us know:   
    
  - What you have enjoyed
* What you found challenging
* What you feel you have learnt.
* If this course has given you an appetite for a future career in exporting or any other area featured in the course, please also tell us about it.

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Well done!



[Use this box to type your answer. Alternatively, you can create a separate document as your ‘answer book’ which would give you more room to type.]

