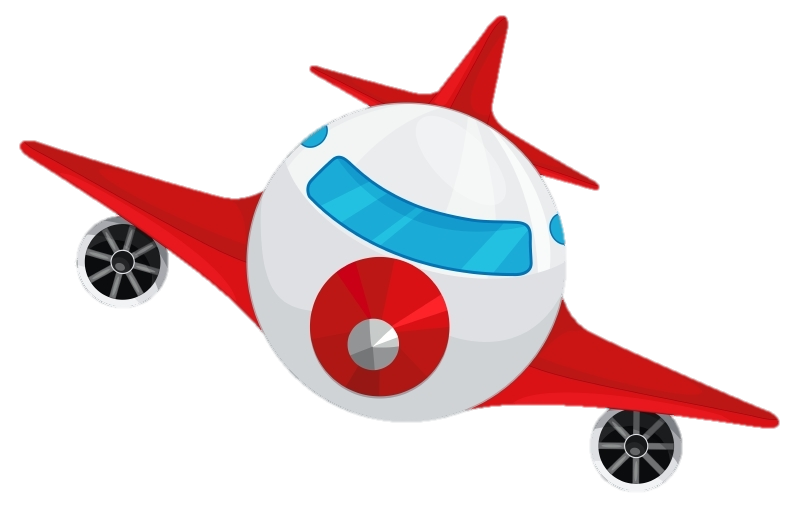
A drawing of a face

Description automatically generatedA picture containing sitting, food

Description automatically generated

Start Date:

eDofE ID:

Participant’s Name:

Awesome Exporting

Workbook

Gold Award

A picture containing toy, drawing

Description automatically generated

Welcome onboard! It’s nice to meet you.

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.

Scenario

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

We are delighted that you have chosen the course. We are here (along with Hew) to guide you through the next 6 months, giving you a better insight into the fascinating world of exporting.

As this is the gold skill, the course is split into 24 weeks. You will be asked to think of two products or services and two countries to export these products to. The countries must be from different continents.

The first 12 weeks will focus on your first product/service and country, followed by the second 12 weeks which concentrates on your second product/service and country.

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

At each 4 weekly point we ask you to submit your work so that we can review it. This ensures 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!

Welcome

A close up of a logo

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Section 1

Weeks 1 - 12

Country / Product 1

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**](http://www.export.org.uk/)

Describe why exporting is important to the British economy, using statistics to support your explanation.

What % of manufactured products are exported from the UK? What are the most popularly exported products?

Can you determine whether this is based on geological factors (eg location within the UK or particular product being made in one area)?

Introduction & Research

Week 1

[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 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 from the list.

* Tell us which product/service and country you’ve chosen.
* Explain the reasons why you have chosen this country and product/service.
* Is there a link in your choice of country and your chosen product/service?
* Did you consider any other products or countries for this section? If so, why did you discount them?

Country / Product 1



[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

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

Investigate your chosen export country’s currency. Consider exchange rates and factors that can affect it.

* 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?
* Are there any world events that could have an impact on markets or currencies?

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

*Check currency exchange websites or maybe visit a local bank. Investigate whether there have been any global issues affecting exchange rates and discuss them. Do banks readily accept the currency of your chosen country?*

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

Week 3

Country / Product 1



[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 and compile a **detailed** “Country Profile”.

You should 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.

Provide diagrams and statistics to support your written research.

*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

Country / Product 1

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

[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.]



**SWOT Analysis**

Strengths:

Weaknesses:

Opportunities:

Threats:



Research how to market your chosen product / service.

There are many different ways to market. Using the list below, summarise next to each area of marketing how appropriate each form would be for your product. Is there anything else that would be more effective for your chosen market?

* 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.
* Sponsorship (sport etc).

*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 most cost effective – are there figures available?*

Week 5

Markets & Marketing (2)

Country / Product 1



[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!

Produce marketing materials for your product:

*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.*

Week 6

* 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.

Country / Product 1

[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)

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?

Consider:

* Cost  
  Which is most cost effective? Give evidence to support your answer.
* Time  
  Which route is quickest and which slowest? Give evidence to support your answer.
* Environmental Factors  
  Is carbon footprint a deciding factor for you?   
  Can you make your packaging from recycled materials? What would you use?

*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.*

Week 7

Country / Product 1



[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.]

s

* Research documentation that is required to satisfy UK exporting. Which documentation will you need to provide for your product/service? Give an example(s)
* Understand requirements for your chosen country's imports, such as product restrictions and tariffs. Write a summary of your findings.

​

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. 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)*

Week 8

Logistics & Transport (2)

Country / Product 1

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

[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.]



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
* Would it be better to employ the services of an agent / distributor / reseller? Research each method, summarising them and deciding whether any are appropriate for your product/service.

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

Week 9

Country / Product 1

[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.]



Cost & Margin (2)

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

- Support your decision by detailing the pros and cons of each of the above and deciding which you will use (you can have more than one).

- Are there any other after sales support methods that would work well?

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

- Detail your strategy for customer retention, using at least 3 methods.

* Review sites can have a make or break effect on your product - will this affect you?   
  If so, how will you ensure that you get good reviews, or how would you deal with any negative review?

Week 10

Country / Product 1

[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)

* Investigate your chosen export country's culture, for example the working week, religious festivals / days, holidays. Detail them, highlighting the most important or widely observed.

​

* Identify any considerations (positive or negative).
* How can you use this information to your benefit and what needs to be considered?

​

* Understand how your export country conducts business. 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 would you need to go over?

​

*Think about whether face to face meetings are better for business rather than email or phone?*

*Is bartering accepted?*

*Are there any language barriers?*

Week 11

Country / Product 1



[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 familiar with your chosen export country's code of ethics (e.g. the use of cheap or child labour / slavery etc).  This also applies to any agent / distributor that you may use.  
    
  Detail the code of ethics and any other relevant information that you find. If there is no code of ethics, has there been any movements that have tried to change this (eg protests)?

​

* 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)? Document any findings.

*Half way there! You’re doing well ☺*

Week 12

Culture, Selling & Ethical Issues (2)

Country / Product 1

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



[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.]

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Section 2

Weeks 13 - 24

Selection

Week 13

Country / Product 2

Select your country from the list of 140 countries 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.*

Select your product or service from the list.

* Tell us which product/service and country you’ve chosen.
* Explain the reasons why you have chosen this country and product/service.
* Is there a link in your choice of country and your chosen product/service.
* Did you consider any other products or countries for this section? If so, why did you discount them?

[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 14

Country / Product 2

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

Investigate your chosen export country’s currency. Consider exchange rates and factors that can affect it.

* 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?
* Are there any world events that could have an impact on markets or currencies?

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

*Check currency exchange websites or maybe visit a local bank. Investigate whether there have been any global issues affecting exchange rates and discuss them. Do banks readily accept the currency of your chosen country?*

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

[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)

Week 15

Country / Product 2

Research your chosen export country and compile a **detailed** “Country Profile”.

You should 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.

Provide diagrams and statistics to support your written research.

*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.*



[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 16

Markets & Marketing (2)

Country / Product 2

Research how to market your chosen product / service.

There are many different ways to market. Using the list below, summarise next to each area of marketing how appropriate each form would be for your product. Is there anything else that would be more effective for your chosen market?

* 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.
* Sponsorship (sport etc).

*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 most cost effective – are there figures available?*

***\*\* Remember to submit your work for weeks 13 - 16 at the end of this week \*\****



[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 17

Country / Product 2

*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.*

* 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 18

Country / Product 2

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?

Consider:

* Cost  
  Which is most cost effective? Give evidence to support your answer.
* Time  
  Which route is quickest and which slowest? Give evidence to support your answer.
* Environmental Factors  
  Is carbon footprint a deciding factor for you?   
  Can you make your packaging from recycled materials? What would you use?

*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.*

[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 19

Logistics & Transport (2)

Country / Product 2

* Research documentation that is required to satisfy UK exporting. Which documentation will you need to provide for your product/service? Give an example(s)
* Understand requirements for your chosen country's imports, such as product restrictions and tariffs. Write a summary of your findings.

​

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. 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)*

[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.]



Cost & Margin (1)

Week 20

Country / Product 2

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
* Would it be better to employ the services of an agent / distributor / reseller? Research each method, summarising them and deciding whether any are appropriate for your product/service.

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

***\*\* Remember to submit your work for weeks 17 - 20 at the end of this week \*\****

[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.]



Cost & Margin (2)

Week 21

Country / Product 2

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

- Support your decision by detailing the pros and cons of each of the above and deciding which you will use (you can have more than one).

- Are there any other after sales support methods that would work well?

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

- Detail your strategy for customer retention, using at least 3 methods.

* Review sites can have a make or break effect on your product - will this affect you?   
  If so, how will you ensure that you get good reviews, or how would you deal with any negative review?

[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 22

Country / Product 2

* Investigate your chosen export country's culture, for example the working week, religious festivals / days, holidays. Detail them, highlighting the most important or widely observed.

​

* Identify any considerations (positive or negative).
* How can you use this information to your benefit and what needs to be considered?

​

* Understand how your export country conducts business. 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 would you need to go over?

​

*Think about whether face to face meetings are better for business rather than email or phone?*

*Is bartering accepted?*

*Are there any language barriers?*



[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 23

Culture, Selling & Ethical Issues (2)

Country / Product 2

* Be familiar with your chosen export country's code of ethics (e.g. the use of cheap or child labour / slavery etc).  This also applies to any agent / distributor that you may use.  
    
  Detail the code of ethics and any other relevant information that you find. If there is no code of ethics, has there been any movements that have tried to change this (eg protests)?

​

* 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)? Document any findings.

[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 24

Summary

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

***\*\* Remember to submit your work for weeks 21- 24 at the end of this week \*\****

* Create a comparison table for the two countries and products/services that you have used for your Skill.
* View this from the perspective of the brief and make a list of the pros and cons for each country.
* Also compare your findings in terms of best logistical methods, best marketing methods etc, using the areas of export as your guide to ensure you don’t miss any section.
* Finally write a conclusion from your own perspective about the last 24 weeks. Let us know what you have enjoyed, what you found challenging and what you feel you have learnt. If this course has given you an insight into a future career, please also write about this.

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.]



[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.]

