

Export Readiness Training Program

STEP FORWARD

Growing your business:
Is your company ready
to export?



GUSTEP

GUAM STATE TRADE EXPANSION PROGRAM



Disclaimer: The Guam STEP grant is a state-federal partnership funded in part through a grant with the U.S. Small Business Administration (SBA). All opinions, conclusions and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA. Requests for reasonable accommodation for persons with disabilities will be made if requested at least two weeks in advance. For arrangements or inquiries, please contact the Guam Economic Development Authority (GEDA) AT 671-647-4332 or email step@investguam.com.

AGENDA

1. Overview and Objectives

What is the Guam State Trade Expansion Program? What are some ways your business can benefit from the program?

2. Product or service demand

If you're doing really well in generating sales for your product or service locally, there's possible demand in the domestic and global markets.

3. A look into your business model

How does your business operate today? What would you need to do to prepare your business to sell and produce more?

4. Financial considerations

What is the financial position of your business? Can you take on short or long-term debt?

5. How they did it

Just a few success stories of local companies steady growing as a result of export.

6. Local resources

What resources are available to help you with your export plan?

WHAT IS GUAM STEP?

Export Readiness Program

The Export Readiness Program (ERP) is a training and counseling program to assist eligible small businesses begin or expand their export market development and sales. The program includes a series of export training workshops and webinars as well as one-on-one business counseling.

Core Training Topics

- Introduction to exporting
- Digital Marketing and E-Commerce
- How to develop an export plan
- Branding
- Financing Options for export

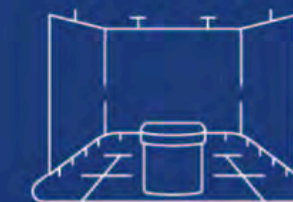
**EXPORT
READINESS
PROGRAM (ERP)**



**INTERNATIONAL
MARKETING
PROGRAM (IMP)**



**TRADE PROMOTION
PROGRAM
(TPP)**



**EXPORT
CONFERENCE**



WHAT IS GUAM STEP?

International Marketing Program

The International Marketing Program (IMP) provides financial assistance for eligible businesses that have completed the Export Readiness Program. Eligible businesses must submit an export plan to be considered through a competitive selection process. Funding must be used to better engage international markets through the following:

E-Commerce

Develop or expand the ability to implement e-commerce export activities. Some activities include: design and development of a website with an international focus, online market listing fees, e-Commerce platform fees, expenses to set up website, search engine optimization fees.

Marketing Media Design

Design of international marketing media material to strengthen export sales potential, ability to reach target audiences, and/or expand market opportunities. Activities include: translation of marketing material, advertisements, design of print media, design of digital international marketing materials.

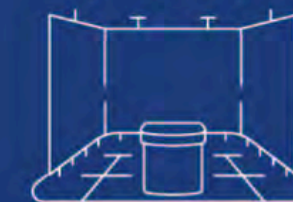
**EXPORT
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**TRADE PROMOTION
PROGRAM
(TPP)**



**EXPORT
CONFERENCE**



WHAT IS GUAM STEP?

Trade Promotion Program

The Trade Promotion Program (TPP) provides opportunities for eligible businesses that have completed the Export Readiness Program to be selected through a competitive process for their participation in GEDA-hosted trade shows and missions.

ASD Market Week 2024, 2023

Held twice a year in Las Vegas, the ASD Market Week is the most comprehensive trade show for consumer merchandise in the U.S. The trade show brings over 40,000 attendees, including buyers and vendors from over 90 countries.

Japan Inbound Trade Mission 2024

In partnership with the Guam Hotel & Restaurant Association's Pacific Hotel & Restaurant Expo (PHARE), qualified buyers from Japan engaged with local small businesses to secure potential retail and wholesale distribution agreements.

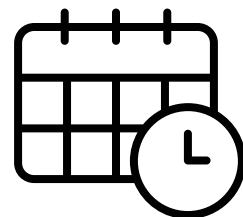
Palau Trade Mission 2024, 2023



WHAT IS GUAM STEP?

Export Conference

Now in its fifth year, ***"Taking the Leap: Leap Beyond Guam Exporting for Businesses,"*** is GEDA's annual export conference. The conference provides resources, insight, and access to business export opportunities. Learn from businesses who are exporting in international markets as well as regional and national experts with resources to help you take the leap into export.



Mark your calendar for LEAP 2025

Wednesday, March 26, 2025 8:00am - 1:00pm

This is a virtual conference.

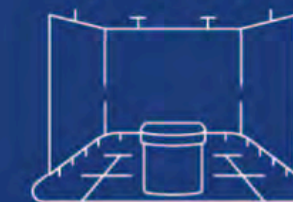
**EXPORT
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**EXPORT
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HOW GUAM STEP HELPS BUSINESSES



NETWORKING

STEP participants build lasting bonds with each other. They connect and share stories about their challenges, successes, and opportunities. You'll also have a chance to meet buyers, stakeholders, and other businesses outside of Guam that you might not have thought about connecting with. These connections are valuable to any business.



ACCESS TO RESOURCES

In partnership with the Small Business Administration, there are many programs available to small businesses looking to expand beyond Guam. GEDA can connect you with relevant resource partners to help you explore your options and get you the help you need.



MARKETING AND PROMOTION

Being a STEP participant allows your business the opportunity to attend various trade shows and special events locally, regionally, and globally. These events can be expensive to participate in. Work with GEDA to help you identify a trade show that aligns with your industry.



GUMMA

GUAM UNIQUE MERCHANDISE & ART



VISION:

“To be the premier catalyst for promoting and facilitating Guam entrepreneurship.”

MISSION:

Guam Unique Merchandise & Art's mission is to assist Guam Residents with training and support as needed to develop and succeed as a sustainable business.

- **16-WEEK:**

ENTREPRENEURIAL TRAINING &
MENTORING PROGRAM

- **INCUBATOR SUPPORT**

- **I BISINUM MAMI**

HOME-BASED BUSINESS TRAINING

GUMA HIGHLIGHTS

2013

Guam Unique Merchandise
& Art, Established

- **16-WEEK**

**ENTREPRENEURIAL TRAINING
AND MENTORING PROGRAM**

- **GUMA**

**INCUBATOR
SUPPORT PROGRAM**

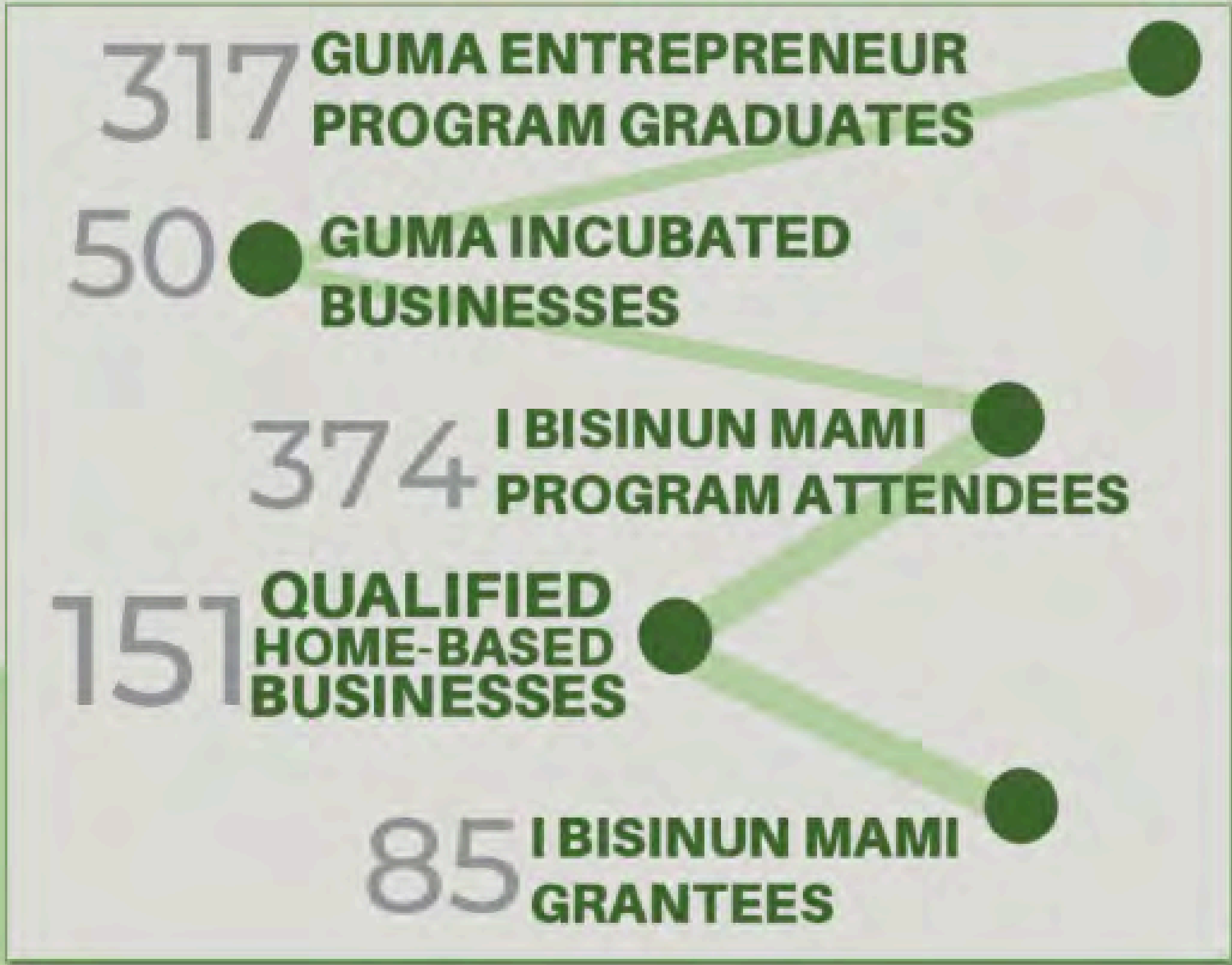
- **I BUSINUN MAMI**

The 19 Villages Program



2024 GRADUATES





GUMA

GUAM UNIQUE MERCHANDISE & ART



GUAM UNIQUE MERCHANDISE & ART





Angel Camacho-Paulino

Business consultant
Serial entrepreneur

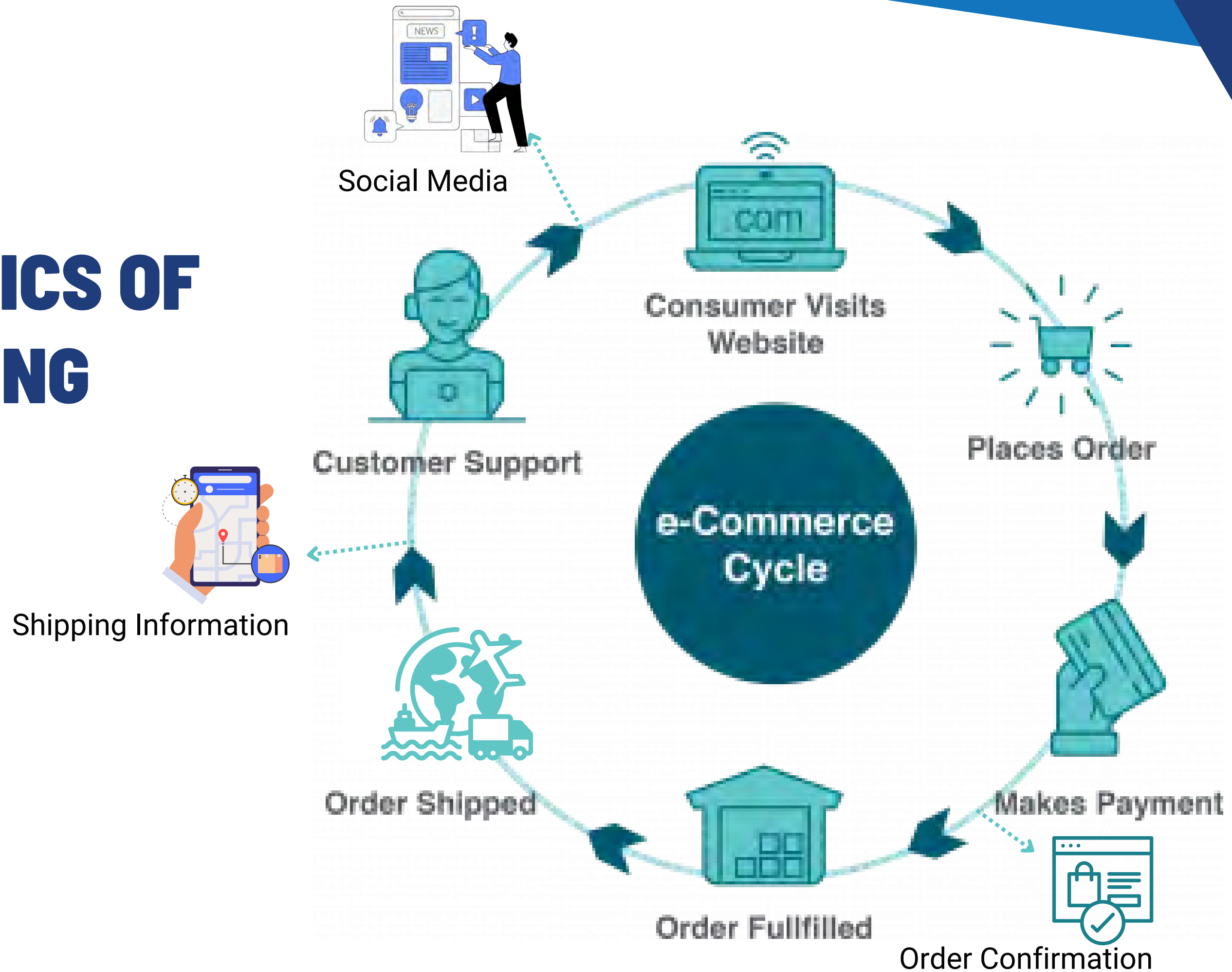


Profile

As a serial entrepreneur, I help others realize their dreams of small business ownership as they navigate through technicalities, processes, and strategies to start or grow their business. I challenge myself to be a better contributor to the communities I live in, by using my skills and the network of talent I'm engaged with to improve things one step at a time. I've led and developed many community programs to help women in business, youth entrepreneurship and development, and small business expansion into export. I'm focused on expanding my skillsets in program/project management and am currently pursuing NASBITE Global Business Professional certification (CGBP).

- *Small business advisement and technical assistance for over 5 years.*
- *Helped businesses secure over \$2.5M in funding for their businesses.*
- *Adjunct Faculty at UOG teaching entrepreneurship and innovation courses*
- *Experienced grant manager securing over \$6M in funding for organizations and community programs*

THE BASICS OF EXPORTING



TAILOR YOUR EXPECTATIONS

What are your goals for export?

Do you want to get your product in front of more customers? Do you want to make steady growth or are you looking to get a fast return on your investment?

It's not a race.

It takes months to years for businesses to prepare for export. There are many components of your business that need to be well planned for and phased. Poor planning can negatively impact operations, cash flow, and your well being. Know you're not alone and tap into the resources available to you.

Finding buyers

It's risky to get into business with someone you barely know. It's important to spend some time getting to know the business, building relationships, and establishing trust among partners. It's good business for everyone.



Is your product ready for export?

Use this checklist to help you determine if your product is export ready. Companies should research what the demand is for your product in the market you are targeting. These include products (and services) that are similar in shape, size, functionality, color, taste, intended benefits, and so on. Each market has a different appeal for your product. Knowing what changes or modifications need to be made to your product(s) before you start exporting, will save you time and money in the long run.

Is your product selling reasonably well in your current market?	Findings	Action
Have a list of all your products. Which ones are selling well? List your items in level of priority in the Findings tab (e.g. 1 is the highest selling item)		
What periods yield lower sales or are typically slower than others? List possible reasons for slower sales during this time in the Findings tab.		
Which distribution channel has the highest sales activity? What are possible reasons the product(s) sells better in this channel?		
Which distribution channel has the lowest sales activity? What are possible reasons the product(s) does not sell well in this channel?		

Is your product ready for export?

Will your product arrive in good condition when it's shipped?	Findings	Action
<p>Have a list of all your products. What is the shelf-life for each? If shipment to the destination is delayed, how will that affect the quality of the product?</p>		
<p>Are the raw materials or ingredients used in your product acceptable in the market you're interested in shipping to? (Preservatives, additives, etc.)</p>		
<p>Do any modifications need to be made to the flavor, color, or size of the product for ease of shipping or to fit the target market's preferences? Some products may be better suited for shipping than others.</p>		
<p>Will you need to purchase new or custom packaging for your products? How will this affect your costs and price points?</p>		

TRIVIA

If you want to know more about a company, product or service, what would you do first?

Check their website

Do a search in Google

Call someone

Check social media

● Loading...



TRIVIA

What is the most popular form of online payment?

Digital wallet

Buy now, pay later

Debit card

Credit card

Submit

● Loading...



ACTIVITY



\$4.50 / 5 oz. jar



\$6.50 / 8 oz. jar



\$12.50 / 24 oz. jar

- Are these the same products?
- Who would buy this product?
- Why would a customer buy their product?
- What factors would need to be considered when exporting this product?
- Where can you find these items?



\$5.50 / 5 oz. jar

Production capacity

One of the key factors to consider before adding any distribution channel to your business is the measurement of how many finished products your facility can complete in a given period of time. If your company struggles to meet inventory demands now, you may need to purchase or rent equipment to fill future orders. Production capacity helps you plan ahead if additional investment is needed for equipment, labor, and/or resources.

Assess your company's ability to produce, set competitive pricing, and the level of ease to fulfill orders on demand	Findings	Action
What is the current output or production rate for your product(s) or service(s)?		
What are your current inventory levels?		
How often do you receive order requests from repeat customers? Are those orders consistently stable, growing, or decreasing?		
Have customers requested for other products? If so, how has your product mix changed?		
Based on current pricing strategies, are you competitive with other products in your industry? What steps are you taking to establish competitive pricing for your product/service?		

Production capacity

Assess your company's ability to produce, set competitive pricing, and the level of ease to fulfill orders on demand	Findings	Action
What is the turnaround time for order fulfillment?		
How often do you order raw materials and supplies for your current inventory? If you add a higher volume to your supply orders, how does that affect production times?		
What is your current process for quality control and quality assurance? How would QA/QC be impacted with a higher output?		
What is the life expectancy of your current equipment? How will the cost for maintenance and repair of equipment impact your business with a higher output?		
How would production output be affected with changeover, downtimes, staff numbers, and other factors that affect output if an increase in production occurs?		

PACKAGING

Depending on the type of product you have, you might want to consider various packaging options. Test send packages to various destinations to see how the product arrives. Sometimes a change in the shape of your packaging could save you money and lower shipping costs.



TRIVIA

What is the cost for a business to ship a Medium flat rate USPS box from Guam?

\$19.15

\$16.65

\$23.95

\$22.70

Submit

● Loading...



Shipping Materials

Varied pricing

Know the cost for different shipping materials needed for your product. Will you need custom branded boxes? How does the weight, size, and shape of your shipping material impact your costs? What carrier is preferred based on the ideal timeframe your customer needs to receive their order?



FedEx standard box sizes and pricing

Here are many of the most common box sizes for your eCommerce business. Consider the size of your goods and the amount of [infill](#) you'll need to protect your products.

Dimensions	Price for box only	Price with packing	Price for fragile packaging	Example of shippable item
8" x 8" x 8" box	\$1.75	\$5.40	\$13.40	Glassware
12" x 9" x 1 1/2" box	\$2.25	N/A	N/A	Jacket
12" x 12" x 18" box	\$3.75	\$10.40	\$17.99	Coffee maker
18" x 9" x 11" box	\$3.75	\$7.99	\$17.45	Bowl
16" x 16" x 10" box	\$4.25	\$14.40	\$21.99	Table lamp
14" x 14" x 14" box	\$3.75	\$10.40	\$17.99	Mixing bowls
20" x 20" x 20" box	\$6.25	\$17.99	\$26.99	Speakers
28" x 17" x 12" box	\$4.75	\$14.40	\$23.99	Skateboard
12" x 12" x 8" box	\$2.00	\$6.99	\$14.45	Picture frames
17" x 11" x 11" box	\$2.50	\$7.99	\$17.45	Vase

Protecting your business

Legal form of business (JV)

As your company grows, consider your legal form of business and if any changes need to be made. (I.e., sole proprietorship to LLC, C corp, S corp)

Review your contracts

Purchase orders are legally binding contracts that outline the buyer and seller's expectations. Review the fine print and ask questions if you're not sure.

Insurance

Review your insurance policies. Determine if you need additional coverage beyond general liability for the activities the business will take on.

Copyright, Trademark, Trade secret

Protect your product from being replicated. Knock off products or fakes can negatively impact your business. (USPTO, local DRT, NDAs)



How are customers able to find your business?

Online ordering

After doing some research, a customer is ready to place an order. Is your website equipped to process online orders?

Customer Support

Customers may have questions about a product, an order they placed, or just want more information. Does your website have contact information for customer inquiries? Are you available to respond to questions from customers on your website or social media?

Store policies & FAQs

Commonly asked questions help customers find information quickly on your site. This reduces your customer support time. Consider updating your store policies if needed.



What financial resources are needed to support expansion?

● **Review your financial reports**

Take a look at previous financial reports from different sales periods. Conduct a comparative analysis to find what areas in your operations (P&L) would be impacted. What amount of capital can be committed to export production and marketing?

● **Make a feasible financial plan**

Develop a sound budget that is appropriate to fund your expansion. Consider any existing debt (long and short term) that would be impacted. How are initial expenses of export efforts to be allocated? Set timelines for when these results should be achieved.

● **Know the hidden costs**

It's important to research the market you want to enter. What is the cost to get your product to market (freight, duties, taxes, and other costs)? Give an estimate of shipping costs to factor into your pricing strategy.

What financial resources are needed to support expansion?

Product Costs				
Categories	Estimated Budget	Current	Total	Additional funding needed
Supplies	\$ for <u>addt'l</u> raw materials to meet inventory levels	Current supply budget	Total of current and estimated amts	Remaining amount
Product modifications	\$ for <u>addt'l</u> raw materials for market specific profile	Current R&D budget	Total of current and estimated amts	Determine how soon mods need to be made before export
Equipment	\$ for <u>addt'l</u> equipment to support production	Current equipment / maintenance budget	Total of current and estimated amts	Consider renting v. purchase options. Include costs for warranties and maintenance.
Packaging	\$ for <u>addt'l</u> shipping materials (labels, boxes, tape, wrap)	Current shipping budget	Total of current and estimated amts	Remaining amount
Shipping (Services), duties	\$ for shipping services (logistics, FTZ, trade agents)	Current Shipping services budget	Total of current and estimated amts	

What financial resources are needed to support expansion?

Marketing Costs				
Categories	Estimated Budget	Current	Total	Additional funding needed
Promotional materials	\$ for content creation, ad spend	Current marketing budget	Total of current and estimated amts	Include any print promo materials in shipments.
Website	\$ maintenance, fees, payment portal, setup	Current marketing budget	Total of current and estimated amts	Will a new site need to be <u>created</u> or can you upgrade an existing one? Identify what is recurring v. as needed.
Translation	\$ for translation services for all products	Current marketing budget	Total of current and estimated amts	
Consultant Fees	\$ for market consultant services overseas	Current consultant fees	Total of current and estimated amts	Will you have a consultant on retainer or one time fee?
Trade Fairs	\$ travel costs, room and board, booth setup, etc.	Current Travel or R&D budget	Total of current and estimated amts	How often will you participate? Identify which is for R&D v. vendor participation.

What financial resources are needed to support expansion?

Overhead Costs				
Categories	Estimated Budget	Current	Total	Additional funding needed
Salaries	\$ for <u>addt'l</u> manpower to support production	Current salaries budget	Total of current and estimated amts	Remaining amount
Lease	\$ for additional space needed for production, storage, etc.	Current Lease budget	Total of current and estimated amts	Will a new site need to be <u>created</u> or can you upgrade an existing one? Identify what is recurring v. as needed.
Utilities	Estimated \$ increase in usage of power and water.	Current Utilities budget	Total of current and estimated amts	Factor the rise of utility costs per year.
Insurance	\$ for <u>addt'l</u> insurance (shipping, health, cybersecurity)	Current insurance rates	Total of current and estimated amts	
Legal	\$ for legal services, licensing, etc.	Current Legal Budget	Total of current and estimated amts	Factor cost of licensing, IP in various markets, contracts, and retainer fees.

HOW THEY DID IT

DENANCHE' BRAND

Main Product:

A hot sauce made of local hot peppers, in tune with the local palate, and balanced so that it does not overwhelm the flavors intended by the cook.

How STEP helped their business:

- Branding and updated labels/packaging
- Content for website and ability to accept online orders
- Attended trade shows and received assistance from WUSATA



HOW THEY DID IT

LATTE STONE COOKIES

Main Product:

Gourmet, hand dipped and premium packaged cookies handcrafted in Guam by local chefs. They currently have four flavors: Original shortbread, pineapple, chocolate chip, and coconut.

How STEP helped their business:

- Branding and updated labels/packaging
- Translation for packaging and website
- Attended trade shows and received assistance from WUSATA – expansion into Japan market.



HOW THEY DID IT

LOCAL JERK GUAM

Main Product:

Marinated beef in their signature hot pepper paste. All meat is cut and de-fatted by hand then dehydrated. Their dinanche is made with local vegetables - donne' sali, eggplant, wing beans, and more.

How STEP helped their business:

- Branding and updated labels/packaging
- Attended trade shows in Las Vegas
- Evergreen content for their website, social media, and eCommerce platform, Translation



HOW THEY DID IT

NATURAL BEING

Main Product:

A water-based mosquito repellent that's deet-free, 100% natural essential oil insect repellent. They are adding more skincare products to their line including all natural hand sanitizers.

How STEP helped their business:

- Branding and updated labels/packaging
- Attended trade shows in Las Vegas and Palau
- Evergreen content for their website and eCommerce platform
- Website is eCommerce ready



Small Business Resources

Guam Small Business Development Center

Reach out to a business advisor to schedule free one on one confidential business advisement. Ready up your businesses and take advantage of their small business training program. Sign up to become a client. It's free! Located at the UOG School of Business and Public Administration.

International Trade Administration

Start your market research at www.trade.gov. ITA has the most current trade statistics, industry and market conditions reports, country commercial guides, market diversification tool, and more helpful resources for your export plan.





QUESTIONS?

Please complete today's training survey.





THANK YOU

GEDA

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GUMA

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