

Ready for New Markets? We Can Help.

Our Export Marketing Plan Services will position your company for **GROWTH**.

In partnership with the U.S. Small Business Administration, Enterprise Florida, Inc. and the U.S. Commercial Service, the Florida SBDC Network is excited to announce a scholarship to assist qualified manufacturing small businesses in Florida who are “new-to-export” to identify growth strategies through the development of customized Export Marketing Plans.

Why Export?

- Over 95% of the world’s customers are located beyond U.S. borders.
- Exporters realize higher employment growth than non-exporters.
- Most companies that export have an easier time riding out fluctuations in the U.S. economy and are more likely to stay in business.
- Export wages are typically 13–18% higher than non-export wages.

The Process

You will meet with a Florida SBDC Certified Business Analyst (CBA) to conduct a confidential, in-depth business assessment. The CBA will prepare and provide your company with a customized Export Marketing Plan.

Qualifications

- Company must be committed to exporting; new-to-export preferred
- Minimum of 3 years in business
- 5 or more full-time employees
- \$500,000 to \$10 million in annual sales
- Company’s products or services must be labeled ‘Made in USA’ or have at least 51% U.S. content
- Company must meet SBA’s small business standards
- Florida manufacturers and professional service providers preferred
- Must be operating profitably, based on U.S. domestic operations

Cost to Qualifying Company - \$500

The cost for preparation of an Export Marketing Plan is \$3,000. Qualifying companies are eligible for a \$2,500 scholarship, making the cost to your company \$500.

Overseas Matchmaking

Upon completion and acceptance of the Florida SBDC Export Marketing Plan, each company can apply and automatically be approved for an Enterprise Florida grant up to \$1,500 to be used for an Enterprise Florida Trade Mission or a standalone Gold Key with the U.S. Commercial Service. This grant may also be used to retain the services of an interpreter if needed.

For More Information, Call 1.866.737.7232

APPLY ONLINE at <https://fsbdc.net/STEP/STEPApp.php>



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Customized Export Marketing Plan to:

TARGET Key Markets

FOCUS on Successful Country Launch Strategies

EXPAND Your Overseas Promotion Campaign Options