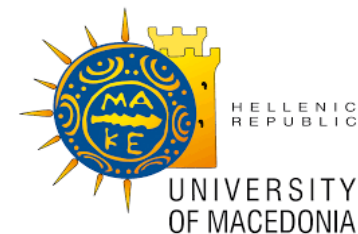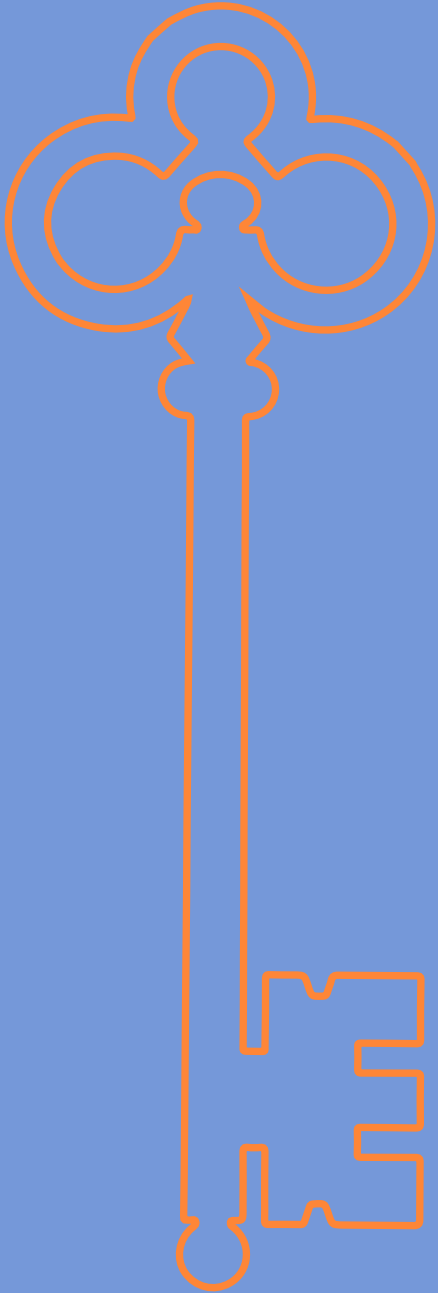# 5.2 Export readiness-New technology and export assistance

ReinFORCE SOCIAL Entrepreneurial Spirit through setting up Innovative Support Structures in the cross-border Territory "Social Forces"

4.9.2: Design and Development of the Training Material

HELLENIC REPUBLIC
UNIVERSITY OF MACEDONIA

Interreg
EUROPEAN UNION
Greece-Bulgaria
SOCIAL FORCES
European Regional Development Fund

Contents

SWOT analysis: Appropriate tool for diagnosing export readiness

➢ It refers to **Strengths**, **Weaknesses**, **Opportunities** and **Threats**.

➢ The four points to be completed for the SWOT analysis are related to product, production, available resources, time, funding sources, target market and domestic market knowledge.

➢ If the enterprise analyzes its current situation, it is in a position to decide whether it is ready to export its product to international markets.

Internal environment: is determined by **internal factors** that are directly related to intra-corporate operations and are affected both by procedures and by enterprise's decisions.

An enterprise is ready to export when it has the required production capacity, adequate resources and the Management's commitment to deliver a product or service on a global scale and at a competitive price in order to be able to secure a market share.

Factors of the enterprise's internal environment

01

Organization and procedures
- ✓ Basic
- ✓ Supporting

02

Products and clients
- ✓ Ranking in terms of growth and market share
- ✓ Hierarchy in terms of competitive advantages and market attractiveness

03

Financial performance
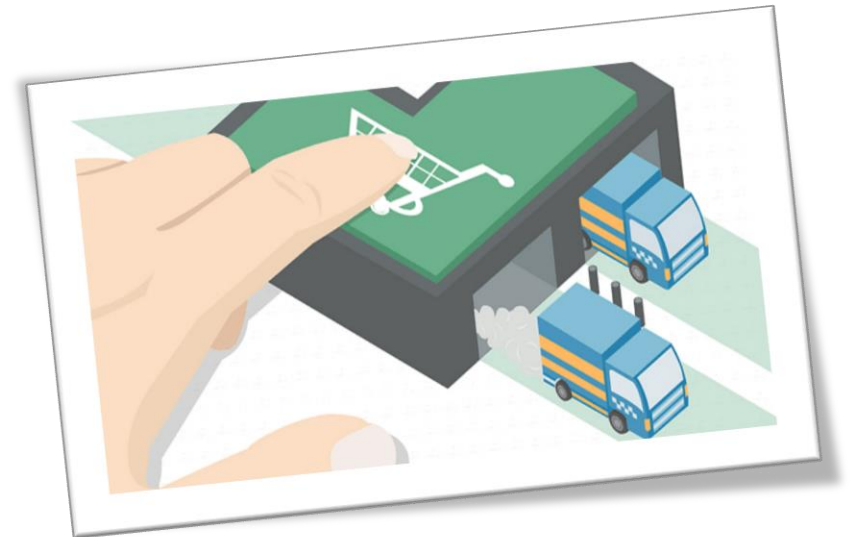- ✓ Financial structure
- ✓ Profitability

04

Resources
- ✓ Human resources
- ✓ Tangible and intangible fixed assets

➢ **E-commerce**

The process of purchasing, selling, transporting or exchanging products, services and / or information through computer networks, mainly via the **Internet** and intranets.

It can take various forms depending on **digitization degree** (transformation from physical to digital) of the **product** (service) sold, the **process** (e.g. ordering, payment, finalization) and the **distribution method**.

Categories of e-commerce

1 **B2B** (Business to Business)

Transactions between enterprises are usually done electronically via extranets. Extranet consists of two or more intranets linked to each other so that enterprises can share information, exchange data, execute transactions, using a global virtual network.

2 **B2C** (Business to Consumers)

The enterprise uses its online store to electronically sale its product or service to a remote customer via the internet or through express mail service, even with an agent-distributor.

3 **B2B2C** (Business to Business to Consumers)

The enterprise provides a product or service to a client-enterprise. The client-enterprise has its own customers to whom the product or service is provided, without adding any value to it

Advantages of e-commerce (1)

The advantages of e-commerce in enterprises are:

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- ❌ **Greater clientele**, as the enterprise is addressed to customers on the global market.

- ❌ **Cost minimization**. The storage, processing and dissemination cost is reduced, while at the same time it is possible to promote enterprise's products through the Web, which combines text, image and sound at low cost.

- ❌ **Improved supply chain** with reduced cost, stocks and delays on procedures.

- ❌ **Continuous operation** of the enterprise, without additional operating cost.

- ❌ Fast and easy **specialization and adaptation** to customer requirements.

Advantages of e-commerce (2)

The advantages of e-commerce in enterprises are:

✖ Faster introduction to the market with **less time-consuming procedures**.

✖ **Insignificant communication cost** with the clients.

✖ **Better customer service**. For several products, technology allows their direct (via the internet) delivery so consumers can obtain the product, even at the same time with the sale.

✖ **Keeping the customer constantly informed** about products or enterprise's operation.

✖ **Better prospects for small enterprises** in competition with larger ones.

✖ **Great reduction in distribution costs** in digital products.