




The Export Department in SME Business

Aligning GEPP Course with Your Business Needs



Export Manager



Export Administrator

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Introductions

Welcome aboard!



A little bit about
Yourself



A little bit about
Your Business



GEPP Needs

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Session Objectives

Aligning GEPP Course Content with Your Business Needs

Target Business Needs

Directly align course content with your specific business objectives as SME owners

Dual Role Awareness

Recognize your unique position as both business leader and export operations manager

Structural Understanding

Build clarity around export department functions and roles in SME context

Practical Application

Equip you with practical skills for both strategic planning and operational execution

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The SME Export Reality



Navigating International Trade Without a Dedicated Export Team

No Distinct Unit

The "export department" rarely exists as a separate organizational unit in SMEs

Owner as Export Lead

Business owners typically embody the entire export operation, handling all responsibilities

Multi-faceted Role

Wearing multiple hats as both Export Manager (strategic) and Export Administrator (operational)



Challenges & Pressures

Juggling diverse responsibilities creates significant time constraints and operational pressures

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The 'Do-It-All' Role



How SME owners wear multiple hats while managing their business

Export Manager

- Strategic visionary focused on growth
- Identifying international market opportunities
- Negotiating deals and managing relationships
- Long-term strategic planning



Export Administrator

- Operational expert focused on execution
- Preparing documentation and compliance
- Coordinating logistics and shipping
- Day-to-day operational tasks

The Challenge

Dividing attention between domestic and international operations

Lack of specialized export expertise

Juggling strategic planning with daily administrative tasks

Time constraints and resource limitations

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Common Pain Points in SME Exports



Key Challenges Faced by SME Exporters



Time Constraints

Balancing domestic operations with international trade leaves little time for strategic planning



Resource Limitations

Limited financial and human resources make it challenging to invest in specialized export staff



Knowledge Gaps

Lack of expertise in international trade compliance and logistics leads to costly errors



Balancing Growth

Daily administrative tasks divert attention from long-term strategic growth initiatives



Risk Management

Identifying and mitigating risks like currency fluctuations and political instability can be daunting without specialized knowledge

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Structuring for Success

Building Foundation for Growth in SME Export Operations

Why Structure Matters

Even as a one-person operation, structured thinking is foundational for building a scalable and efficient export business.

- Clarity**
Clear structure provides focus and direction
- Organization**
Systems create order in what might otherwise be chaos
- Delegation**
Clear structure makes eventual delegation easier
- Growth**
Foundation for future expansion

Building Blocks for Success

"Understanding and clearly defining what those functions are is essential for effective organization, process development, and eventual delegation as the business grows."

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Functions vs. People

The distinction between job titles and business functions in export operations

Job Titles

- Export Manager
- Export Administrator
- Owner
- Administrator

Business Functions

- Market Research & Strategy
- International Marketing & Sales
- Order Processing & Logistics
- Compliance & Documentation
- International Finance & Payment

One person can perform multiple functions

Why Understanding Functions Matters

- Clear organizational structure
- Streamlined workflows
- Identified skill gaps

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Core Export Functions

Essential Functions for Successful International Trade

				
Market Research & Strategy Identifying markets, assessing demand, and developing entry plans	International Marketing & Sales Promoting products, managing channels, and building relationships	Order Processing & Logistics Managing orders, inventory, and shipping operations	Compliance & Documentation Ensuring regulatory adherence and preparing documentation	International Finance & Payment Managing pricing, securing payment methods, and mitigating risks

 Even as a one-person operation, thinking in terms of these distinct functions helps clarify responsibilities and identify skill gaps for future growth.

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The Two Key Hats

Dual Roles in SME Export Operations



The Manager Hat

-  Strategic visionary for international market opportunities
-  Identifies and selects target markets
-  Cultivates international partnerships
-  Analyzes export performance for strategic decisions



The Administrator Hat

-  Manages incoming inquiries and export documentation
-  Prepares accurate and competitive quotes
-  Coordinates with freight forwarders and logistics providers
-  Ensures compliance with trade regulations

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The Manager Hat



Strategic Visionary & International Business Leader



Export Manager

As the Export Manager, your responsibilities are predominantly strategic, focusing on the overarching direction and growth of your international ventures.

Export Vision

Setting a clear export vision that aligns with your business objectives and creates a compelling narrative for international market entry.

Partnership Development

Cultivating and nurturing international partnerships that create mutual value and sustainable relationships.

Market Selection

Identifying and selecting promising target markets based on thorough research and competitive analysis.

Performance Analysis

Rigorously analyzing export performance data to inform strategic decisions and optimize future international business.

Key Skill: This role demands foresight, strategic thinking, and a comprehensive understanding of global market dynamics.

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The Administrator Hat



Operational Excellence in International Trade



The Export Administrator focuses on critical day-to-day operational tasks that ensure smooth and compliant international transactions.

Inquiry Management

Handling all incoming inquiries from international clients, ensuring prompt responses and accurate information.

Documentation

Managing all necessary export documentation, including invoices, certificates, and other regulatory requirements.

Quotation Preparation

Creating accurate and competitive quotes for international markets, ensuring all terms and conditions are clear.

Logistics Coordination

Coordinating with freight forwarders and logistics providers to ensure timely delivery of products abroad.

★ Key Skills Required

Attention to Detail

Organizational Prowess

Procedural Knowledge

Cultural Adaptation

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How GEPP Helps You Succeed



Empowering SME Owners in Both Strategic and Operational Export Roles

Export Manager ↔ Export Administrator

Practical Blueprint

Provides essential blueprint and practical tools to navigate the complexities of international trade

Business Alignment

Directly addresses your operational needs while supporting long-term strategic objectives

Dual-Skilled Approach

Equip you with essential skills needed to excel in both strategic planning and operational execution

Growth Framework

Helps refine and strengthen your business's export framework for sustainable growth

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Mapping GEPP to Your Business Needs



Aligning Course Content with Core Export Functions

Core Export Functions

- Market Research & Strategy
- International Marketing & Sales
- Order Processing & Logistics
- Compliance & Documentation
- International Finance & Payment

GEPP Course Modules



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Next Steps



Applying GEPP Learning to Your Business

Establish Clear Structure

Create a structured framework for your export activities, even as a one-person operation

Dual Role Awareness

Balance your dual roles as both Export Manager (strategic) and Export Administrator (operational)

Apply Practical Tools

Use the GEPP course as a blueprint for navigating international trade complexities

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Call to Action

We encourage you to:

- ✓ Actively engage with upcoming modules
- ✓ Reflect on application to your business
- ✓ Document your export structure

Key Takeaway

The GEPP course provides the blueprint and practical tools to navigate international trade complexities and strengthen your export framework.

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Questions & Discussion



Share Your Export Challenges and Explore Solutions

Export Challenges

What specific challenges are you facing in your export operations that you would like to address with GEPP?

Dual Role Balance

How do you balance the dual roles of Export Manager and Administrator in your business?

Business Objectives

How can the GEPP help align with your specific business goals and objectives?

Implementation Ideas

What practical steps can you take to implement what you learn from the GEPP in your business?



We welcome your questions now and throughout the program

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