



A helpful guide to  
**Expanding  
overseas**





## A helpful guide to expanding overseas

**Growth is the aim of every business and expanding overseas offers great potential for growth by opening your business to new markets and thereby increasing your competitiveness.**

A successful overseas expansion requires solid planning and a firm knowledge of exporting requirements and regulations.

At Australia Post, we know that the size of your business shouldn't restrict your pursuits for taking your small business to the world – we also know this is no small task. That's why we have dedicated ourselves to providing you with information, as well as a range of our product solutions to help you expand overseas. Think of us as an extra resource to find the right information quickly and easily to develop your growth strategy.

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# A checklist for expanding your business overseas

- ☐ Advice and support
- ☐ Develop an export plan
- ☐ Protecting your intellectual property (IP)
- ☐ Customs requirements and quarantine controls
- ☐ Promoting your business overseas
- ☐ Successful selling
- ☐ Products to help you expand overseas



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# A checklist for expanding your business overseas



## Advice and support

The 'Exporters' section of the Austrade website **austrade.gov.au** offers comprehensive information to assist Australian businesses in international markets and its International Readiness Indicator is a useful tool to help you understand whether you are indeed ready to enter the international market. You should also seek advice from an experienced business advisor, accountant or solicitor as part of your research into overseas markets.

Your business may also be eligible for financial support to help expand overseas – visit the 'Grant Finder' on **business.gov.au** to find out more.



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## Develop an export plan

An export plan will help you identify your business's strengths and weaknesses when entering the overseas market. Many of the factors that will help form your export plan will exist from your original business plan – for example, what are the gaps in the export market that your product/service can fill? Who is your overseas target audience and what marketing strategies can you employ to promote your business overseas?

On top of this, you need to consider factors specific to exports such as customs duties, exporting online and foreign currency, protecting your intellectual property and access enablers afforded through Free Trade Agreements (FTAs).

Consult 'Austrade's Guide to developing an Export Strategy' [www.austrade.gov.au/ArticleDocuments/1361/austrade-export-strategy.pdf.aspx](http://www.austrade.gov.au/ArticleDocuments/1361/austrade-export-strategy.pdf.aspx) to help develop your export plan.



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# A checklist for expanding your business overseas



## Protecting your intellectual property (IP)

Business registrations around trademarks, patents and designs are important considerations in the domestic market as a means of protecting your intellectual property – it is even more important in international markets if you plan to export and sell goods online. As crucial as it is to protect your IP, you also need to ensure that your goods do not conflict with other IPs in the overseas market.

Learn more about intellectual property under 'Business Topics – Business Planning' on [business.gov.au](https://business.gov.au)



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## Customs requirements and quarantine controls

It is important to ensure that the products your business proposes to export or import meets Customs compliance and quarantine regulations.

Visit the 'Business & Trade Professionals' section of the Customs website, [www.customs.gov.au](http://www.customs.gov.au) to understand requirements and rules for recording international trade, as well as information on assessment for duty, Goods and Services Tax (GST) and other applicable taxes and charges.

This website also details Free Trade Agreements (FTAs), designed to give Australian businesses better access to particular markets.

The Department of Agriculture regulates export rules for food, animal products, plants and grains etc. Visit the website, [www.daff.gov.au](http://www.daff.gov.au) to understand export exclusions and obligations.



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# A checklist for expanding your business overseas



## Promoting your business overseas

A simple way to promote your business overseas is to register on Austrade's Australian Suppliers Directory, which acts as an Australian business guide for overseas buyers.



## Successful selling

As you look to take your business overseas, you need to be prepared to manage fulfilment of international orders, dealing with foreign currency, increasing sales volumes and customer demands.

A reputable online business will have a professional website, a secure payment gateway and a reliable order management and shipping tool.

Refer to the enclosed product cards to find out how Australia Post can assist with building an online presence that customers will respond to.



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## Products to help you expand overseas



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# Products to help you expand overseas

**Business Credit Accounts**

**PostPay**

**StarTrack International**

**Expanding your business to China?**

**Expanding your business to New Zealand?**

**Expanding your business to the UK?**

**Expanding your business to the US?**



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**Streamlining for simplicity**

## Business Credit Accounts

For a better way to manage your business with Australia Post, consider opening a business credit account which will allow you to streamline your business, manage deliveries and access a range of services to help your business grow.

**It's free and easy to apply – once approved you can charge a range of products and services to your account including:**

- ✓ Letter and parcel services
- ✓ Postage meter resets
- ✓ Pre-paid envelopes and satchels (Express Post and Parcel Post)
- ✓ Courier services
- ✓ Packaging
- ✓ Mail Redirection and Mail Holding services
- ✓ Data and marketing solutions
- ✓ Stationery and office supplies

For more information:

 Visit your local Business Hub or a Post Office  13 11 18

 [auspost.com.au/credit-account](https://auspost.com.au/credit-account)



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## Transacting with your customers

# PostPay

A secure payment method to reduce perceived risk associated with online payments. **PostPay** links your customer's payment to parcel delivery, so payment is only released when a parcel is delivered and signed for. To take advantage of this eCommerce solution, customers need only select 'PostPay' as their payment method when finalising the checkout process on your online store.

### Benefits include:

- ✓ **Secure payment platform** – PostPay uses the SecurePay payment gateway
- ✓ **Increased sales potential** – build customer confidence in transacting with your business
- ✓ **Proof of delivery** – track orders while maximising security with signature on delivery

There's no sign up fee to get started with PostPay, however you will need an Australia Post Business Credit Account and an eParcel Account to use this service.

### For more information:

-  Visit your local Business Hub or a Post Office
-  [postpay@auspost.com.au](mailto:postpay@auspost.com.au)  [auspost.com.au/postpay](https://auspost.com.au/postpay)

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## International solutions

# StarTrack International

**Global reach. Tailored solutions for your business.**

**StarTrack International** – a business of Australia Post, opens more doors for your business overseas, providing supply chain solutions, logistics services and integrated fulfilment solutions.

### Features:

- ✓ Global network
- ✓ Live tracking
- ✓ Door-to-door delivery
- ✓ Tailored customer returns
- ✓ Performance reporting
- ✓ International Express to 220 countries and territories

Learn more at [startrack.com.au/services/international](https://startrack.com.au/services/international)

International parcel product and services – tailored shipping and logistics solutions based on cost-effectiveness, speed and extra cover.

- **Premium services:** Express Courier International, Express Post International (parcels)
- **Standard services:** Express Post International (letters), Pack & Track International, Registered Post International, Air Mail
- **Economy services:** Sea Mail

Our international shipping and logistics solutions offer end-to-end delivery support – from delivery to rural and remote areas, to customs documentation prepared online and parcel pick-up from your business.

Available to select locations.

### For more information:

 Visit your local Business Hub  [auspost.com.au/internationalbusiness](https://auspost.com.au/internationalbusiness)



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## International solutions

# Expanding your business to China?

Online shopping is big in China – 242 million people are shopping online and it is projected that online spend could more than triple to \$650 billion by 2020. Additionally, Australian products are in high demand as they are seen as clean, green and of high quality.

However, expansion into China can be difficult, expensive and time consuming.

For this reason, Australia Post has partnered with a highly successful and trusted Chinese online marketplace Tmall to offer Australian businesses an opportunity to reach consumers in a traditionally challenging market.

Whether you are looking for assistance to export to China, or a fully integrated logistics solution, we can help take your business to the world.

**Did you know?** November 11th is Singles Day in China where online retailers slash prices by up to 70% for 24 hours and billions of dollars are spent in a single day.

For more information:

 [tmall@auspost.com.au](mailto:tmall@auspost.com.au)



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## International solutions

# Expanding your business to New Zealand?

Online shoppers in New Zealand are spending more on international websites, with almost 58% of all online consumers in New Zealand purchase from overseas.<sup>1</sup> Australia features as one of New Zealand's top five import partners for 2014 and with trade ties strengthening between the two, more Australian businesses are expanding into the region. One example of this is the single economic market approach to the two economies adopted by both governments to enable business to operate in both markets.

We have also partnered with New Zealand Post to offer Australian businesses a complete delivery, customer acquisition and returns solution.

Whether you require urgent or standard delivery, flat rate postage, sea or air freight or integrated supply chain solutions, we can tailor a solution for you to help reach consumers in New Zealand.

<sup>1</sup> Australian and New Zealand Online Shopping Market and Digital Insights, Frost&Sullivan/PwC, 2014

For more information:

 [auspost.com.au/internationalbusiness](https://auspost.com.au/internationalbusiness)



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## International solutions

# Expanding your business to the UK?

Online shopping accounts for 10% of all retail sales<sup>1</sup> in the UK. With over two thirds of the population spending an average of £1.083 per year<sup>2</sup>, this market presents valuable expansion opportunities.

UK consumers are also particularly tech-savvy, with purchases made on mobile devices on the increase – making mobile optimisation and a digital marketing strategy particularly important.

UK online shoppers are also commonly driven to purchase through free shipping offers and timely receipt of online purchases.<sup>3</sup>

Whether you require urgent or standard delivery, tracking with Pack and Track International, sea or air freight or integrated supply chain solutions, we can tailor a solution for you to help reach consumers in the UK.

<sup>1</sup> Post & Parcel News, 16 January 2014

<sup>2</sup> UK B2C E-Commerce Report, www.yStats.com, 2012

<sup>3</sup> UPS Pulse of the Online Shopper: A customer experience study, comScore, September 2013

For more information:

 [auspost.com.au/internationalbusiness](http://auspost.com.au/internationalbusiness)



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## International solutions

# Expanding your business to the US?

With the world's largest economy, a sizeable population and eCommerce revenue in continual growth<sup>1</sup>, the US is an important export market for Australian businesses to consider.

To contextualise the importance of the US market, over the past five years, eCommerce industry revenue has grown at an annual rate of almost 10% to \$278.5 billion USD.<sup>2</sup>

US consumers are also tech-savvy and well acquainted with social media as a platform for online sales conversion through discount offers as loyalty rewards.

Whether you require urgent or standard delivery, tracking with Pack and Track International, sea or air freight or integrated supply chain solutions, we can tailor a solution for you to help reach consumers in the US.

<sup>1</sup> US Census Bureau and Australian Government Department of Foreign Affairs and Trade

<sup>2</sup> E-Commerce and Online Auctions in the US: IBISWorld Industry Report, 45411a, December 2013

For more information:

 [auspost.com.au/internationalbusiness](https://auspost.com.au/internationalbusiness)



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