



FULL EXPORT BUSINESS COURSE

PRACTICAL & BRUTAL TRUTH VERSION

✦ **MODULE 1 — Reality Check: What the Export Business Actually Is**

- You are **not selling products**.
- You are **selling trust + reliability + compliance**.
- Customers abroad do not care about your dream or country. They care about:
 - **Quality consistency**
 - **Timely delivery**
 - **Professional communication**
 - **Zero excuses**

If you can't provide that → don't start.

✦ **MODULE 2 — Business Structure & Legal Setup**

Minimum viable setup:

- IEC (Import Export Code)
- GST registration (if exporting goods from India)
- Current account with a bank authorized for international trade
- Registration on **DGFT, ICEGATE**
- MSME & FSSAI (for food) — not optional if dealing in perishables
- Trade license

Don't skip compliance — customs will destroy amateurs.

✦ **MODULE 3 — Choosing the Right Product**

Stop choosing products based on passion or what your neighbor exports.

Evaluate with these hard filters:

- ✓ High demand internationally
- ✓ Easy to source consistently
- ✓ Not extremely fragile
- ✓ Not too bulky (air freight is expensive)
- ✓ Good margin even after logistics

Smart product categories:

- Spices, millets, grains
- Processed foods (high value, long shelf-life)
- Textiles, handicrafts
- Beauty & herbal products
- Industrial supplies (B2B gives bigger orders)

Pick One. Focus. Dominate.

MODULE 4 — Market Research (Where to Sell & Why)

Your job is to **find a hungry market**.

Analyze:

- Countries with high Indian diaspora = easy volume (UAE, USA, UK, Canada)
- Country import laws: Packaging, labeling, health certificates
- Competitor pricing vs shipping costs
- Payment risks — avoid unstable economies

Tools:

- Tridge
- Trade Map
- Alibaba, Indiamart buyer requests
- Instagram & TikTok trends for product validation

If you think “everyone is my customer,” you will fail.

MODULE 5 — Supplier Sourcing & Quality Control

If your supplier f***s up → **you** lose reputation.

Standard practice:

- Lock **fixed specs**
- Pre-shipment inspection → mandatory
- Audit supplier reliability

- Keep secondary supplier ready

Quality failures = business death.

MODULE 6 — Pricing & Profit Calculation

Most beginners screw this up.

Consider:

- Product purchase cost
- Packaging cost
- Export documentation costs
- Inland transportation
- Customs + logistics
- Brokerage/service fee
- Profit margin (minimum 20–30%)

If margin after shipping is <15% → walk away.

MODULE 7 — Export Documentation (Non-negotiable)

You must master:

- Proforma Invoice (PI)
- Purchase Order (PO)
- Commercial Invoice
- Packing List
- Bill of Lading / AWB
- Certificate of Origin
- Phytosanitary / Health certificate (food)
- Insurance document

Shaky documentation = Shipment blocked.

MODULE 8 — Logistics: Sea vs Air

Sea freight

- ✓ Cheap
- ✗ Slow (30–45 days)
- ✗ High MOQ (minimum quantity)

Air freight

- ✓ Fast
- ✓ Good for perishables
- ✗ Expensive

Choose based on product behavior, not your impatience.

INCOTERMS to master: **FOB, CIF, DAP, EXW**

— they decide **who pays for what**.

✦ MODULE 9 — Payment Methods & Risk Control

Safest options:

- LC (Letter of Credit)
- Advance Payment
- Payment Terms with Escrow

Avoid:

- “We will pay after you ship, trust us 🤝”
- Buyers from unknown countries offering huge orders

Greed = traps.

✦ MODULE 10 — Finding Real Buyers

Methods that actually work:

- B2B platforms: Alibaba / TradeIndia / ExportersIndia / IndiaMART
- Social media lead generation
- Attend trade fairs & exhibitions
- Export promotion councils
- LinkedIn outreach with samples + pricing trio

If you can't sell → don't call yourself an exporter.

✦ **MODULE 11 — Branding, Packaging & Differentiation**

Indian exporters lose because:

- Cheap packaging
- Ugly design
- No brand identity

Foreign buyers trust **premium look + strong documentation**.

✦ **MODULE 12 — Scale & Expansion**

After 6–12 successful shipments:

- Add new product lines
- Enter new countries
- Negotiate lower logistics rates with volumes
- Set up foreign distribution partnerships

Scaling is earned — not day one entitlement.

Common Mistakes That Destroy Export Businesses

- Trusting random buyers without verification
- Underpricing to win deals → bankruptcy
- Poor QC → returns, penalties, reputation ruined
- Overstocking before buyer confirmation
- Not understanding customs compliance

You are building a reputation industry.

One mistake = zero second chances.

A Simple Execution Plan (No Excuses)

Week Task		Output
1	Business registration + IEC	You become legally export-ready
2	Product selection	1 niche product
3	Find 2–3 reliable suppliers	Quality samples tested
4	Market research + buyer profiling	Target 3 countries
5	Documentation setup	All certificate templates ready
6–8	Buyer outreach campaign	First PO
8–12	Shipment & negotiation	Repeat orders

If you follow this seriously → you can close your first export order within 90 days.

If you half-ass this → stick to dreaming.