# Contents

Chapter	Cor	verage		
1	Ma	ke in India – Make for World		
	1.	All firms selling locally must consider exporting!		
	2.	Programme for Export Success		
	3.	Details of the Four Steps		
	4.	Reducing Risk at each step		
2	Exp	port – Big opportunity for smart people		
	1.	High growth in exports		
	2.	Export Planning: Learn from the practices adopted by successful exporters		
	3.	Evaluate your export readiness		
3	Step by step export process			
	1.	Step by step Export process		
	2.	Satellite View		
	3.	Helicopter View		
	4.	Bird's View		
	5.	Ground View (200+ stage view)		
4	The	e best kept secret of successful exporters		
	1.	Key Export Supply Chain Players		
	2.	Networks-The Backbone of trade		
	3.	Business Development Networks		
	4.	Formal Network: Export Venture Partners		
	5.	Meet 3 most important Export Venture partners		
	6.	Detailed list of tasks that are usually outsourced		
	7.	Caveat: Key to successful outsourcing		
5	Est	ablishing a firm and obtaining essential registrations		
	1.	Set up office operations		
	2.	Choose form of business enterprise		
	3.	Obtain necessary registrations		
6	Sm	art Steps for never losing in Foreign Exchange Transactions		
	1.	Foreign exchange rate fluctuations: An example		
	2.	Simple ways to secure your money against currency fluctuations		

Chapter	Cov	verage	
_	3.	Quoting in Indian Rupee	57
	4.	Hedging against currency fluctuations	57
7	Ensuring Safe Realisation of Money from Foreign Buyers		
	1.	Best Payment options are different for exporter and importer	
	2.	Cash in Advance	65
	3.	Open Account	66
	4.	Collection	66
	5.	Letters of Credit (LC)	68
	6.	Payment options: A comparison	75
	7.	Documentary Collections vs. Letters of Credit	77
8	Fin	ancing Export Business	79
	1.	Major export related Costs	80
	2.	Working Capital Finance	81
	3.	Broad processes involved	82
	4.	Pre Shipment Finance	82
	5.	Post Shipment Finance	84
	6.	Interest rates on different categories of Export Credit	85
9	Ma	ster Export Pricing for a Product	87
	1.	Basics of pricing	88
	2.	Export pricing in 7 steps	88
	3.	Different methods for calculating prices for products	92
	4.	Best costing methods	94
	5.	Know if you product can match the price of comparable items	94
	6.	Costing sheets	95
	7.	Working Examples	97
10	Ide	ntify a Product with Great Export Potential	103
	1.	Your product is your advantage over the competition.	104
	2.	Favorite products of new exporters	105
	3.	Focus on products with Largest Global Markets in a defined product category	
	4.	Procedure to identify a product with good export potential?	109
11	Ide	ntify all regulatory and commercial information for a Product	115
	1.	HS code	116

Chapter	Cov	verage	Page	
	2.	Export restriction	118	
	3.	Custom duties	123	
	4.	Inverted Duty on your product	124	
	5.	Rules of Origin	127	
	6.	Non-Tariff Barriers	128	
12	Ide	Identify Countries for Selling your Products		
	1.	Steps to identifying high potential Market and marketing partner	134	
	2.	Niche markets: opportunities are found in increasingly specialized, relatively narrow contexts	138	
	3.	Primary and secondary international market research	139	
13	Fin	ding Buyers	143	
	1.	Supply vs. Export decision	144	
	2.	Contacting Buyers	145	
	3.	Contacting Buyers through Sales Representatives	145	
	4.	Locating sales representatives in the target market	148	
	5.	Entering into an Agent/ Distributor agreement: Points to consider	149	
	6.	Buyer search/B2B Platforms	150	
	7.	Contacting Buyers through Trade Shows	151	
	8.	Taking effective advantage of government-sponsored programs	154	
14	Cor	nvert an Enquiry into an Export Order	155	
	1.	Converting an enquiry into an order: 4 Steps process	156	
	2.	Negotiating an export order	158	
	3.	Reducing Risk	162	
	4.	Reduce risks through clear and precise contract	164	
	5.	Terms of trade-Incoterms	166	
15	Exe	ecuting Export Order – Essential arrangements	173	
	1.	Arrangements for executing the order	174	
	2.	Export Documents	175	
	3.	Preparing Export Documents	177	
16	Tra	nsfer of Goods from Factory to Port to Buyer	181	
	1.	Filing of documents by Freight Forwarder	182	
	2.	Filing of documents by Custom House Agent	183	

Chapter	Cov	verage	Page
	3.	Transfer of Goods from Factory to Port	184
	4.	Arrival of Goods at the port and Customs clearance	185
	5.	Loading of Goods onto the ship	185
	6.	Shipping of Goods	186
	7.	Post Shipment Processes	187
	8.	Getting money for your goods-Banks	189
	9.	Claiming of Government incentives	191
17	World Trade Overview		
	1.	Trade from ancient times	193
	2.	Value of world trade and major products traded	194
	3.	Reasons for the growth of world trade	196
	4.	Proof that Trade is Good	199
	5.	Global economic environment	200
	6.	Disruption in Global Value Chains	201
18	Ind	lia's Trade Performance	203
	1.	Trade over the years	203
	2.	Current Trade Profile	205
	3.	Sectoral importance of Indian exports (2021)	207
	4.	Sectoral importance of India's Imports (2021)	208
	5.	Top 20 export categories-US\$ billion)	209
	6.	Top 20 import categories-US\$ billion)	210
	7.	Top 20 Export Destinations-US\$ billion	211
	8.	Top 20 import sources-US\$ billion	212
	9.	India's services trade	213
	10.	Emerging Trends in Industry Sectors	213
	11.	Domestic Challenges: Setting Our House in Order	214
19	Exp	port Schemes and Trade Promotion	217
	1.	Decision making regarding the Schemes for Export Promotion	217
	2.	List of major export schemes	219
	3.	India's trade support system	221
	4.	Firm and product structure of India' exports	223
	5.	Seven strategies for increasing India's exports	227
	6.	Benefitting from Free Trade Agreements	230

Chapter	Coverage	Page
20	GST Provisions for Exports	235
	1. GST-Overview	235
	2. Exports as Zero Rated Supplies	236
	3. Details of refund process	238
	4. GST provisions for various Export schemes	242
	5. Changes in export procedure	251
	6. GST provisions for Imports	253
	■ Annexure-A [Evaluate your Export Readiness]	261
	■ Annexure-B [Finding Markets for a Product: Basic Data Analysis]	267
	■ Annexure-C [Sample of Main Export Documents]	273
	1. Request for Quotation	274
	2. Proforma Invoice	276
	3. Commercial Invoice	280
	4. Purchase Order	282
	5. International Sale Contract	284
	■ Annexure-D [District wise list of High Potential Products identified by the Government]	287
	■ Annexure-E [Good Internet Resources]	333
	■ Annexure-F [Acronyms Used]	337
_	■ Annexure-G [Subject Index]	341
Acknowledgements 3		