AMERICA'S SBDC MICHIGAN

Increasing Sales Through Export Planning

The Michigan SBDC Export Specialist Team is dedicated to helping companies expand their export opportunities. The statewide Export Team includes experienced business consultants with Certified Global Business Professional (CGBP) and Small Business Administration (SBA) international business certifications.

Export Diversification Planning

- Evaluating market opportunities
- Aligning internal resources
- Identifying distribution channel opportunities
- Developing and strengthening partnerships
- Accessing market research and regulatory data
- Strategic planning focused on increasing export sales
- Connecting to resources

"We are very impressed by the international SEO analysis we received and have benefited greatly from the information and consult. The SBDC is a tremendous resource and we only see great things happening because of our work with them."

David King,
Hamilton Engineering, Inc.

Financial Management

- Using financials as a tool to manage your business
- Identifying export working capital needs
- Preparing loan packages for lenders
- Developing "what-if" scenarios to evaluate the impact of different export initiatives on your financials

International Search Engine Optimization (SEO) Report

- In-depth analysis of your website's domestic and international SEO standing
- Detailed report with actionable recommendations
- Competitive report/analysis against multiple competitors within multiple countries
- Available to qualifying clients

For additional information, please contact the Michigan SBDC in your area by calling:

616-331-7480 or www.SBDCmichigan.org

U.S. Small Business Administration SBA Your Small Business Resource

Funded in part through a cooperative agreement with the U.S. Small Business Administration.

MEDC MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

GRAND VALLEY STATE UNIVERSITY SEIDMAN COLLEGE OF BUSINESS

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