**Unit 8: Export, Import, Countertrade, and Global Production - Discussion**

Respond to your Discussion topic after you have completed your reading.

**Topics**

**Examining the Export Process**

Examining the Export Process

You are the assistant to the CEO of a small textile firm that manufactures quality, premium-priced, stylish clothing. The CEO has decided to see what the opportunities are for exporting and has asked you for advice as to the steps the company should take.

**Checklist:**

1. Read Chapter 14 in your text.
2. Visit the U.S. Government website:
3. **Source:** Export.gov: Helping U.S. Companies Export. Retrieved from [http://export.gov/](javascript:ulinkPopup('http://export.gov/','http://export.gov/','800','600','location=yes,toolbar=yes,menubar=yes,status=yes,scrollbars=yes,resizable=yes'))
4. Based on information contained in Chapter 14 of your text and the Internet site above, respond to the following:
   * What specific steps should this firm take to pursue exporting as a business option and what advice would you give the CEO? Explain.

Be sure to address the Discussion topic(s) in an initial post of at least 100 words no later than Saturday night Eastern Time. Be sure to respond to at least two others (not including the professor) and participate in the Discussion by posting on three different days of the unit.

I would advise CEO to gather information directly from the Department of Commerce and then explore export opportunity in the market. There are several export management companies and consultant that can guide the management