

# Buy usa

Business



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Buy USA Determine how this government Website assists exporters with their planning The government website is a platform which provides services to the business and exporters for expanding their business in different worldwide markets. The website helps the current and potential exporters to connect to suppliers and the importers in the foreign markets for tapping the potential business opportunities. The commercial service of this government website provides the exporters of the state to get access to the businesses and suppliers spread over 80 countries all over the world. The website provides frequent updates on the international business events and trade opportunities for the exporters. The exporters could obtain such information from the commercial services of the government website and could participate in those trade shows to explore opportunities in the international markets. The commercial website provides registration opportunities to the exporters of the state for participating in the trade shows and international business events. The exporters could use this website to find business partners according to the industry into which they are engaged. The website also offers the exporters to explore country wise opportunities for trade. A market research guide is also offered by the government website in order to provide an insight to the exporters with industry-wise details of trade, market updates, reports published by the banks and financial institutions on the trade of that region. The various export leads are also made available to the exporters through this website. Trade assistance for the exporters is also offered by this commercial service of the government website. Information on free-trade agreements and the relevant opportunities for the exporters are provided in the website (US Commercial Service, 2013). The website also provides solutions in the areas of international financing, marketing of

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products and services, logistics, etc. The website also informs the potential problems of trade, trade licensing requirements and regulations of different markets, etc. The websites also provides services in the area of data analysis of the particular industry of trade carried out by the exporters. The commercial services offered by this government website have domestic as well as international offices. The services provided by the government website helps the exporters to avail the market resources and opportunities of international trade. Discuss how you would leverage two (2) resources in the short term and two (2) that could be used for long-term planning. Provide specific examples to support your response. The exporters could leverage on the various market resources and opportunities available from the services of the government website in order to expand their trade in the international markets. The leverage could be obtained by the exporters in short term as well as long term prospective. The international sales and marketing solutions could be used to enter new markets in the international trade for expansion of the export activities. The government website offers a wide range of information on the marketing and sales strategies to be adopted by the exporters for trading in international markets. For example, the exporters could attract foreign suppliers by participating in the trade shows. Another short-term leverage could be obtained by the exporters by accessing the export licensing advice offered by the government website. The exporters would be able to prepare themselves in accordance with the standard regulatory requirements of the country with which they are engaging in trade. For example, there are some countries with which the exporters would not be allowed to carry on trading activities. This information would be useful for the exporters in carrying out international

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trade. The international finance could be used by the exporters to obtain long term leverage from the market resources. The exporters would be aware of the various government schemes that are designed for them in order to promote international trade. For example, government schemes proposed by the foreign countries would help the exporters to utilize the opportunities of trade finances required for funding the long term trade requirements. The international finances which offer benefits to the exporters like tax incentives, subsidies in the form of low interest rates could be used by the exporters to their advantage in scaling up the volume of trade in the international markets (US Commercial Service, 2013). The loans of lower interest rate from the local banks for carrying out the activities of exports would help the exporters to leverage their cost of exports. The insurance policies also allow the exporters to cover the exposure of overseas trade. The international logistics is another area in which the exporters could obtain long term leverage in international trade. The exporter should be aware of the packing, insurance, labeling and documentation of the products that are shipped for exports. The exporters could use the service of this in order to choose which shipment option would help them to get a long term insurance contract of the products exported. These are the leverages that could be obtained by the exporters. References US Commercial Service. (2013). Free Trade Agreements. Retrieved From: <http://www.export.gov/FTA/index.asp>. US Commercial Service. (2013). International Finance. Retrieved From: <http://www.export.gov/finance/index.asp>.