

Export Objectives Menu

	Capitalise on larger market share in overseas market		Sell excess inventory or capacity
	Improve performance and/distribution security in overseas markets		New markets to accommodate a product/service expansion or diversification
	Requests from prospective customers or follow domestic customers' overseas expansion		Optimise markets or product/service portfolios for profitability, sustainability, and risk
	To increase market share and generate cashflow		Capitalise on demand for similar product/services in global markets
	Better utilisation of expertise, know-how or resources		Take advantage of Australia's FTAs to be competitive
	Expand customer base		Reduce risks of adverse market conditions
	Collaboration opportunities in overseas market		Other reasons:

Develop your brief Statement of Intent using the objectives identified above:

If you are still struggling, utilise the guide below:

Our current situation is:	
We wish to pursue:	
With our products, services, expertise, technology, or know-how	
In order to:	