

**Crafts Council**

**International Toolkit**

Checklists and templates

2022



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# Checklists for overseas trade

1



# 1

## Checklists for overseas trade

### Checklist for exporting

- EORI number
- Commodity code
- Commercial invoice
- Product price and full product description
- Shipping company booked
- Customs declaration

### Checklists for showcasing

#### One year in advance

- Go and see the event you are considering taking part in
- Start to network
- Geography – where are you going and how will you get around?
- Improve your cultural understanding and awareness
- Do you have any contacts in the country you are visiting?
- Funding and finance – what are your options?

#### 8–6 months in advance

- Set goals

- Create a marketing plan

- Start creating content

- Do some media research

- Get your finances ready

- Logistical research – what are the shipping and customs requirements?

- Do you require a work visa?

#### 2–3 months in advance

- Secure shipping

- Make sure your profile is ready

- Are you ready to meet people and potential clients?

- Make sure your social media content is ready

#### One month in advance

- Build your contact list and reach out to your network

- Prepare conversations

- Get travel savvy

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**Three weeks in advance**

Start to promote the event on social media

Send out invitations

**Two weeks in advance**

Make any final travel preparations

Make sure your website is ready

**One week in advance**

Continue to push social media

Event reminders sent out – coffee anyone?

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**Final check  
(stating the obvious)**

Passport

Tickets

Money

**Booking information for your stand  
/showcase/accommodation**

**Contact details for showcase/accommodation**

Sample of your work to show to clients/  
media/galleries during meetings  
(that you do not mind being handled)

Promotional device (do not rely on  
the Internet), brochure, or both  
to show to potential clients

# Conducting a SWOT analysis

2



# 2

## Conducting a SWOT analysis

### Conducting a SWOT analysis for your exporting using this template

A SWOT analysis is a tool for helping you understand your business strengths (S) and weaknesses (W), as well as external opportunities (O) and threats (T). You can use this information to help achieve your exporting goals. To work out if something is an internal or external factor, ask yourself if it would exist even if your business didn't. If it would, then it's an external factor (e.g. new technology).

Use the following eight steps and this template to conduct your SWOT analysis.

#### 1. Decide on the objective of your SWOT analysis

To get the most out of your SWOT analysis, you should have a question or purpose. For example, could you outsource a part of your production?

#### 2. Research your business, industry, and market

For example, see sections 2 and 3 of the International Toolkit.

#### 3. List your business's strengths

Try to pinpoint what strengths you already have with exporting; for example, a peer who has experience in shipping or that your website is e-commerce ready.

At this stage of the SWOT analysis, the list does not need to be definitive. Any ideas and thoughts are encouraged. Step 7 is where the list is prioritised.

#### 4. List your business's weaknesses

For example, a lack of knowledge of a trade show you would like to sell at.

Make sure you address the weaknesses raised in your SWOT analysis. Set a goal to review the SWOT analysis after a certain time period such as six months – what can you resolve? By conducting an annual SWOT analysis, you may find new weaknesses. The fact that the old ones are resolved is a sign of progress.

#### 5. List potential opportunities for your business

For example, such as an overseas showcase opportunity, or a client overseas showing interest in your work, new technology, or training programs.

#### 6. List potential threats to your business

For example, uncertainty of European markets.

#### 7. Establish priorities from the SWOT analysis

The lists will help you work out what issues are the most important and what can be dealt with later. Set yourself some deadlines, both short- and long-term.

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## 8. Develop a strategy to address issues in the SWOT analysis

Review your prioritised lists by asking:

- How can we use our strengths to take advantage of the opportunities identified?
- How can we use these strengths to overcome the threats identified?
- What do we need to do to overcome the identified weaknesses, in order to take advantage of the opportunities?
- How will we minimise our weaknesses to overcome the identified threats?
- Once you have answered these questions, you can now use the SWOT analysis to develop an exporting strategy for achieving your business goals.

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**Strengths**

**Weaknesses**

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**Opportunities**

**Threats**

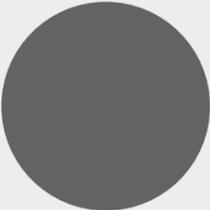
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# Templates

3



## Commercial invoice



Print the invoice on your letterhead paper  
Insert your business name and address

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**Consign to**  
Insert name and address of receiver/customer

**Date**

**Purchase order (PO) number**

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Artist's name:  
Title of artwork:  
Item description:  
Material, size, and weight in kg:  
Country of origin:  
Cost:  
Value in British pounds sterling (GBP):

---

**Total:**

I hereby guarantee that this is a true and correct invoice, and that the goods referred to are the origin, manufacture, and production of the United Kingdom.

Name (printed) 

---

**Signature:**  
**Date:**

## Packing list



Insert your business name and address

---

**Consign to**  
Insert name and address of receiver/customer

**Date**

---

**B/L number:**  
**Port/destination:**  
**Carton/crate:**  
**Purchase order (PO) number:**  
**Item description:**  
**Quantity:**  
**Net (product) weight in kg:**  
**Gross (packed) weight in kg:**  
**Dimensions (cm) cubic metres:**

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**Total:**

I hereby guarantee that this is a true and correct invoice, and that the goods referred to are the origin, manufacture, and production of the United Kingdom.

Name (printed) 

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**Signature:**  
**Date:**

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