

Step-by-Step Export Procedures – Professional Services

Before you take the order

| Step | Activity description | Whom to contact | Output |
|--------|---|---|--|
| Step 1 | Ensure you have a registered entity; Register a company name and obtain the Certificate of Incorporation/Certificate of Registration | <ul style="list-style-type: none"> Registrar of Companies | <ul style="list-style-type: none"> Registration Certificate Certificate of Incorporation |
| Step 2 | Obtain a PIN number | <ul style="list-style-type: none"> Kenya Revenue Authority | <ul style="list-style-type: none"> PIN Certificate |
| Step 3 | Ensure you have secured an Exporters' Code Number | <ul style="list-style-type: none"> Kenya Revenue Authority | <ul style="list-style-type: none"> Export code |
| Step 4 | Obtain a Trading Place with address, telephone and email address Obtain a Bank Account | <ul style="list-style-type: none"> Local Authorities Utility companies Your preferred bank | <ul style="list-style-type: none"> Have an identity |
| Step 5 | Obtain a Local County License | <ul style="list-style-type: none"> Local Authority | <ul style="list-style-type: none"> Trade Certification |
| Step 6 | <ul style="list-style-type: none"> - Develop Business Cards - Develop a Company Profile - Develop a Letter Head - Proper email domain - Functional Website | <ul style="list-style-type: none"> Business Image builders | <ul style="list-style-type: none"> Have a brand |
| Step 7 | Ensure you have the necessary permits or certificates for the service | <ul style="list-style-type: none"> Professional Associations; ICPAK APSEA etc | <ul style="list-style-type: none"> Permit / Certificate |
| Step 8 | Obtain the standard requirements of the buyer and ensure you can comply | <ul style="list-style-type: none"> Buyer | <ul style="list-style-type: none"> Standards specification |
| Step 9 | After scoping the requirements determine and organize for adequate funds | <ul style="list-style-type: none"> Firm Bank | <ul style="list-style-type: none"> Funding |

Before offering the service

| Step | Activity description | Whom to contact | Output |
|--------|--|---|---|
| Step 1 | Secure the supply contract fully signed indicating: <ul style="list-style-type: none">• Description and scope of service• Technical specifications• Price• Payment term• Delivery time | <ul style="list-style-type: none">• Buyer | <ul style="list-style-type: none">• Contract |
| Step 2 | Obtain payment guarantee and confirm with your bank on its validity | <ul style="list-style-type: none">• Bank | <ul style="list-style-type: none">• Confirmed payment |
| Step 3 | Obtain/prepare all the necessary documents: <ul style="list-style-type: none">• Commercial invoice• Special licenses | <ul style="list-style-type: none">• Firm | <ul style="list-style-type: none">• Documents |
| Step 4 | Upon completion and issuing of the Certificate of Completion, forward the documents to your bank for payment | <ul style="list-style-type: none">• Bank | |

DISCLAIMER:

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PRE EXPORT GUIDE FOR SERVICES

Gain an understanding of the customs rules and regulations for exporting including:

- Customs duties
- Bound tariffs
- Tariff Quotas
- Anti-dumping duties
- Rules of origin
- Trade flows

Important for the firm to commit to the decision to export (by having the basic legal documentation for the entity) , and thus deciding to directly compete within this new market.

Service identification and process definition. Assess the firm's services and companies in respect to the market. (i.e SWOT Analysis)

Dive deeper to understand the detailed fit of the company within the selected market, including;

- Retailers opinion on your services.
- Brand value / appeal
- service adaption
- Marketing channels
- Price points

Get informed and up skilled on the technical aspects of exporting

- Training in foreign issues
- Registrations
- Invoice for exports
- Companies providing foreign trade services
- International contracts

Establish contacts with potential customers by:

- International Trade shows
- Trade missions
- Demonstrations
- Catalogues

Decision to export

Company Analysis

Primary Market Analysis

Customs Rules & Regulations

Secondary Market Research & Prioritization

Export Technicalities

Market Prospecting

Outline an Export plan

Lead Generation

Perform the due diligence to understand the market including:

- Existence of similar services
- Types of completion and segmentation
- Imported products
- Distribution channels
- Market size and growth
- Market trends

Define and rank the primary and secondary markets based on various factors so as to identify markets with relative advantage in terms of some of the factors below:

- Proximity
- Cultural ties
- Trade agreements
- Language
- Second chance opportunity
- Existing partnership

Form the blueprint for the necessary detail level for operations, including the following questions;

- What modification to the service do we need to make? Any adjustment in branding, outlook etc.
- How will the service be distributed? Should one move to the country, work from the country of origin etc.
- How will we initially promote the services? How will this change?
- What changes need to be made to the supply chain?
- What are the expected prices?