

Meet Ray Ziganto



Manufactures (small and large) are sitting on more innovation, resources, and growth-potential than they realize.

I help manufacturing bridge the gap between sales, marketing, and operations to unleash their ability to drive growth domestically and internationally.

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Manufacturers Going Global with E-Commerce

The prospect of going global with your manufacturing company can be overwhelming, but it doesn't have to be that way.

When you filter-out the myths and horror-stories from 30 years-ago and look at what's possible & what's actually happening TODAY, taking your business Global can be a new pathway to growth.

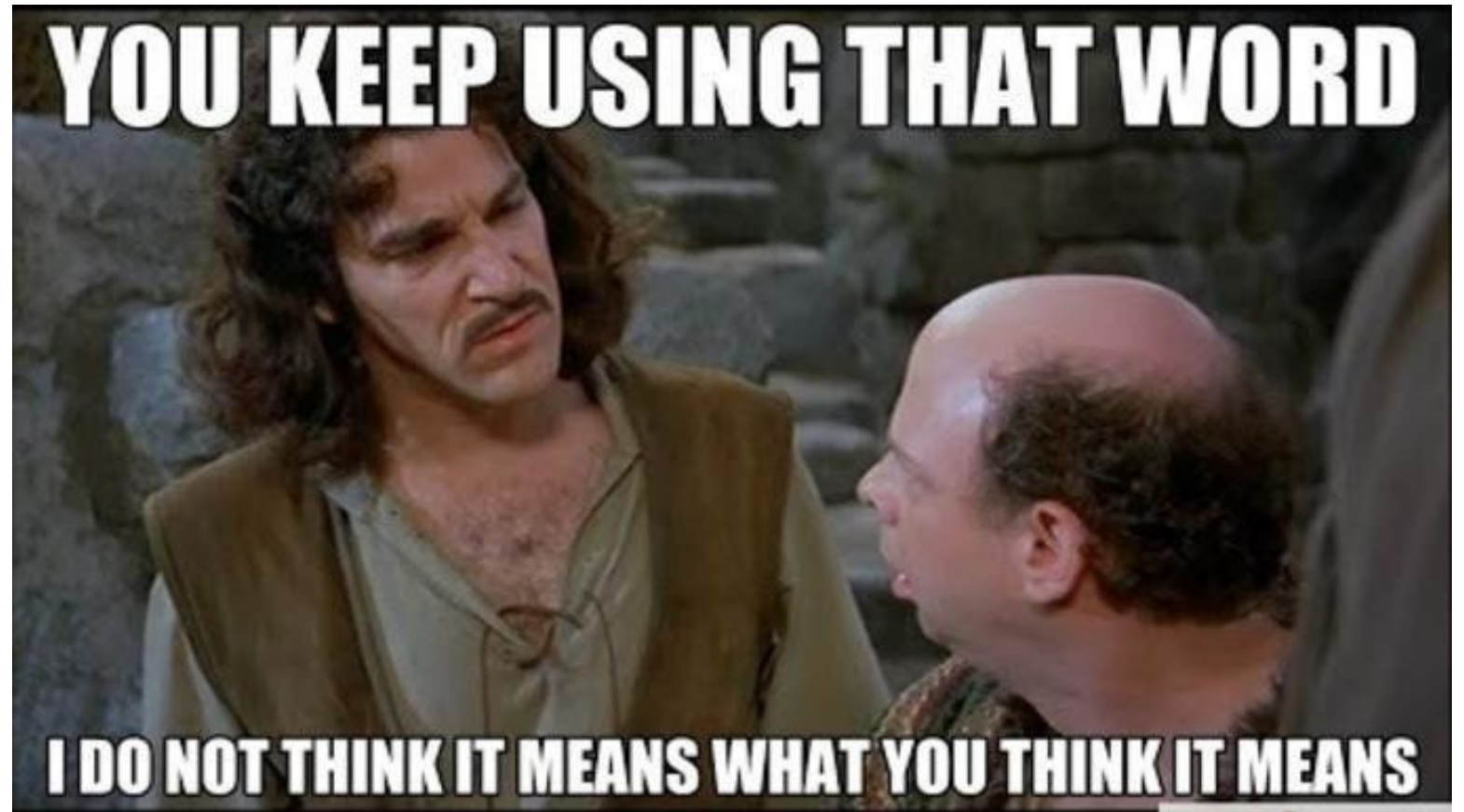
You may even already have a head-start & don't realize it!

I know what
you're
thinking...





Inconceivable!





Myth #1: Going Global is Expensive

Accountants & Lawyers, Oh My!



TOP 5

- 1** **Baker McKenzie.**
 Change in Rank*: - 0
 Index Score: 100
- 2** **DLA PIPER**
 Change in Rank*: ↑ 1
 Index Score: 43
- 3** **CLIFFORD CHANCE**
 Change in Rank*: ↓ 1
 Index Score: 33
- 4** **JONES DAY**
 Change in Rank*: ↑ 2
 Index Score: 32
- =5** **ALLEN & OVERY**
 Change in Rank*: ↑ 1
 Index Score: 29
- =5** **Hogan Lovells**
 Change in Rank*: ↑ 3
 Index Score: 29

2020

Acritas

Global Elite
Law Firm
BRAND INDEX

Ranking 7-20

Rank	Change in Rank*	Law Firm	Index Score
7	↓ 3	Norton Rose Fulbright	27
=8	↑ 1	Freshfields	26
=8	↓ 3	Linklaters	26
=8	↑ 7	White & Case	26
=11	↓ 1	Dentons	24
=11	- 0	Latham & Watkins	24
13	↓ 1	Herbert Smith Freehills	23
=14	↓ 2	Eversheds Sutherland	21
=14	↑ 2	King & Wood Mallesons	21
16	↓ 4	Skadden	20
17	↑ 1	CMS	19
18	↑ 1	Morgan Lewis	16
=19	↑ 4	Kirkland & Ellis	15
=19	↓ 2	Sidley Austin	15

* Change from 2018 Global Elite Law Firm Brand Index.
Part of Thomson Reuters



Any questions about Costs & Resources?



Myth #2: My company is too small to go Global

TOM
FISH
BURNE

CHIEF STATUS
QUO OFFICER

VP OF
WAIT AND SEE

VP OF
PLAY IT SAFE

VP OF
MORE ANALYSIS

DIRECTOR OF
IT'LL NEVER WORK

DIRECTOR OF
TRIED IT BEFORE

DIRECTOR OF
YES, BUT

MANAGER OF
I GIVE UP



SMALL BUSINESS, BIG TRADE

SME's have inherent advantage when going Global



Questions about size & agility?

Internal Readiness

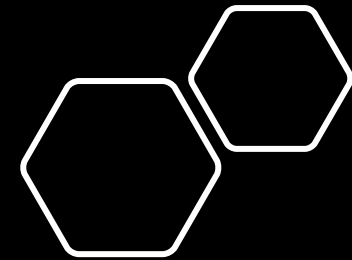
Why?



*"Strategy without tactics is
the slowest route to victory.*

*Tactics without Strategy is
the noise before defeat."*

Sun Tzu



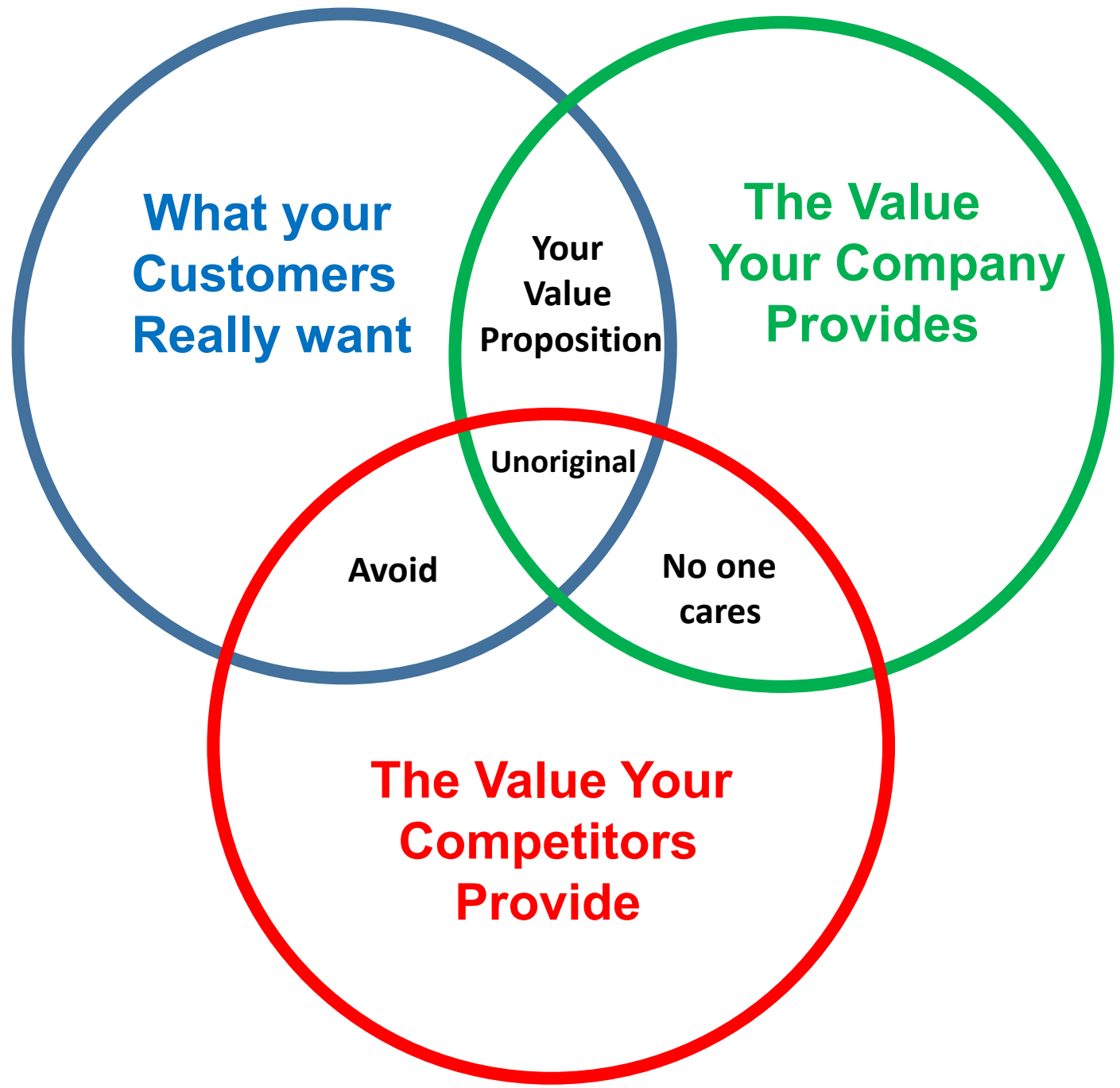
Ready. Fire. Aim.



Finally, we get to talk about CUSTOMERS !

- Customers you have
- +
- Customers you want
- &
- Competitors that exist







laipni lūdzam
powitanie tonga soa
benvenuto hoşgeldiniz
woezor welkom
benvenuto ahlan wa sahan
bienvenida welcome
huānyíng üdvözlet xos gəlmisiniz
yokoso bienvenue
willkommen bem-vindo
dobrodojen velkommen
soo dhaweyn
ongietorri i mirepritu
hwan-yeong
savāgata hai velkomið
üdvözöljük kalosórisma
ahlan wa sahan piligænīmē
dobro dosli
velkominn
bun venit
wELCOME
wELCOME
vælkomin
sbāgata xush kelibsiz
kangei olandiridwa
bienvenu sälemdesw
bienvenido
kyaoso
bagrisn





**REALITY
CHECK
AHEAD**

Questions about strategy & research?

A young child, likely a toddler, is the central focus of the image. The child is wearing a light blue long-sleeved shirt with a prominent yellow and black Batman logo on the chest. They are also wearing a yellow utility belt. The child's arms are outstretched to the sides, and they have a joyful expression, looking upwards with a wide smile. The background is a soft-focus outdoor setting with green foliage and numerous brown leaves falling through the air, suggesting an autumn scene. The overall lighting is natural and bright.

**WHATEVER YOU'RE DOING
TODAY,**

**DO IT WITH THE CONFIDENCE OF A 4 YEAR
OLD IN A BATMAN SHIRT!**



“e-Commerce” Definition

- Any system, tool, or marketplace that allows your customers to complete the entire buying cycle with your company on-line, from any device, at any time.
- It is a system that is intended to bring convenience to your customer
- If it doesn't provide a smooth buying experience for your customer, you're not doing it right!

e-Commerce audit

- **Map your customer journey:** From initial inquiry to order placement to shipping confirmation to invoicing to payment. Look for the points where they are waiting for a reply or engagement from you (your team) before they can complete a transaction.
- **Tip:** Multiple manual 'touch-points' present an opportunity to stream-line the customer experience. It will require changes in processes and tools, so be sure to involve your team from the start!

Key steps to international e-commerce success

1. **Identify** international market potential
2. **Understand** the challenges of international ecommerce
3. **Localize** by market
4. **Determine** payment methods
5. **Activate** and launch

Global E-Commerce Notes

- **The top mistake your business can make with global expansion is investing significantly up front before validating that your brand resonates with target consumers. Initially, you need to test, learn, and iterate. Before launching a localized online store, consider experimenting with a marketplace that serves your target region or country.**
- **Total landed cost includes product cost, door-to-door shipping fees, import and export customs and duties, and tax obligations. Failing to make total landed cost clear to international customers is one of the biggest mistakes made during expansion.**
- **Don't forget Legal & Tax considerations!**

Localize EVERYTHING!

- If you're expanding into markets that aren't similar to your home market, you need to translate nearly every facet of your site, including language. Up to 75% of shoppers won't consider buying from a site that isn't in their language.
- **CREATE THE ILLUSION THAT YOU ARE RIGHT NEXT-DOOR TO YOUR TARGET CUSTOMER!**

SO IN SUMMARY





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