WADHWANI FOUNDATION

PLAYBOOK

International Market Expansion Roadmap



A practical guide to exporting: getting export-ready, budgeting the routes, choosing markets from free trade data, finding buyers at low cost and verifying them. Developed from the Wadhwani Foundation session led by international business consultant Ankit Majmudar.

THE EXPORT-READINESS GAP

Export has three pillars: being ready, choosing the top markets and finding buyers. In the session's example, India exported one valve-part code to 172 of 210 to 220 countries, worth about 8,380 crore, up 12%. The facilitator advised a basket of 8 to 10 countries across regions.

Source: Trade data and framework presented in the session by Ankit Majmudar

OBJECTIVE OF THIS SESSION

This Playbook helps you prepare for exports without wasting money. You will check mandatory registrations, budget the 13 cost heads, shortlist markets from free data, check duties, trade agreements and incentives, and find and verify buyers. The linked resources turn it into a market basket, a buyer database and a 90-day plan.

WHAT THIS PLAYBOOK COVERS

For your business

- Check registrations, website and certification for export
- Budget export costs before spending anywhere
- Shortlist markets from free trade data and agreements
- Find buyers through free sources and build a database
- Verify every buyer before you ship or prepay

Explore the full session, business challenges, readiness situations, tools and takeaways:

Watch the Complete Session	Business Challenges & Expert Guidance	Case Studies Covered	Export Readiness & Action Guide	Tool_Export Workbook	Final SMB Takeaways
Click to see	Click to access	Click to access	Click to access	Click to access	Click to access

Source: Wadhwani Foundation International Market Expansion Roadmap, conducted by Ankit Majmudar.