

GLOBAL+1 Export Readiness Toolkit

Compliance-First Framework for Global Market Development

- **Title:** GLOBAL+1 Export Readiness Toolkit - *Strategic Brief*
 - **Subtitle:** Compliance-First Framework for Global Market Development
 - **Objective:** A structured, compliance-aligned toolkit for assessing and preparing niche and regulated products for international markets
 - **Version:** v1.12 | April 2026
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1. Framework Overview

A structured, evidence-based toolkit designed to assess whether niche, regulated, and sustainability-aligned products are ready for international markets. The framework evaluates readiness across five domains: Product & Compliance, Operations, Market Intelligence, and Scaling Pathways.

2. Strategic Toolkits

1. Product & Compliance Readiness

Focus: Regulatory fit, technical validity, and documentation strength.

- Regulatory classification in target markets
- Required standards, testing, and certifications
- Technical documentation (safety, performance, environmental data)
- Packaging, labelling, and language compliance
- Product adaptation requirements

2. Operational & Supply Chain Capability

Focus: Capacity, quality, and export-ready operations.

- Supplier compliance and reliability
- Manufacturing scalability
- Quality management systems (ISO, GMP, sector-specific)
- Logistics, freight, and specialised handling
- Inventory and lead-time planning

3. Market Intelligence & Commercial Fit

Focus: Market selection, positioning, and commercial viability.

- Market prioritisation (regulatory fit, demand, competition)
- Customer, distributor, and channel mapping
- Localised value proposition and messaging
- Pricing strategy (landed cost, compliance cost, competitive position)
- Competitor and substitute analysis

4. Scaling & Market Development Pathways

Focus: Entry strategy, validation, and multi-market expansion.

- Market entry model (direct, distributor, licensing, hybrid)
- Pilot-market strategy
- Ecosystem-driven scaling (regulators, certifiers, partners)
- Feedback loops for continuous improvement
- Multi-market expansion roadmap

Export-Readiness Scorecard

Use this summary to assess readiness across the five domains.

Domain	Score (1-5)	Notes
Product & Compliance		
Operations & Supply Chain		
Market Intelligence		
Scaling Pathways		