
Overview

This standard is about exploring international markets for your craft to increase sales or to promote products to new clients/customers and markets. It is important to understand the potential impact of international markets to increase sales and raise your profile. It is also important to understand the different methods of working internationally and where to gain help and support to research potential international markets.

This standard is suitable for those who are self-employed, working for a sole practitioner or within a workshop or studio.

The following should be considered when working in craft:

- 1 Safe working practices
- 2 Ethics and sustainability

Performance criteria

- You must be able to:*
- P1 research and identify specific international markets appropriate to your craftwork
 - P2 identify opportunities to create new, or adapt current craftwork for export
 - P3 research and consult other individuals and/or companies who have been successful in finding an international market for similar craftwork
 - P4 identify sources of support available
 - P5 develop a business plan for developing overseas markets which includes: a calculation of the physical and financial resources you will need to trade overseas including an evaluation of whether you have sufficient resources; an assessment of the benefits and risks of trading abroad; targets for trading abroad; an estimate of the potential return on investment
 - P6 develop the necessary paperwork including the terms and conditions for selling your craftwork abroad
 - P7 ensure that you are compliant with any applicable laws and regulations both at home and in the countries that you will be targeting as markets and seek specialist advice if necessary
 - P8 keep relevant others informed about progress and changes to plans
 - P9 regularly monitor the progress of your overseas activities to make sure targets are met and problems don't get out of hand
 - P10 evaluate and modify activities accordingly

Knowledge and understanding

You need to know and understand:

- K1 the benefits of international markets
- K2 where you can find out about overseas markets
- K3 how long it will take to get the export plan operational and how these timescales can differ in different types of overseas international markets
- K4 what the export targets are, the amount of export sales you aim to achieve and what the profit margin target is
- K5 what resources you will need
- K6 how to estimate the cost of products and services in each country
- K7 how to calculate and guarantee a suitable return on your craftwork
- K8 how to prepare for changes in the exchange rate
- K9 what export paperwork is required
- K10 what information and administration methods to use and their costs and benefits
- K11 how to decide terms and conditions for the export of craftwork
- K12 how to assess the risks of different types of markets
- K13 what the usual payment and delivery methods are for exports
- K14 what effect different time zones will have on running the business
- K15 what you should include in an export plan
- K16 how to implement and launch your craftwork overseas
- K17 what may affect your craftwork and work practice in your chosen overseas market
- K18 why it is important to review the export plan and make changes where and when required

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