



Reach New Heights

Export Challenges in 2020

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National Small Business Exporter
Summit

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About Aventure Aviation

- Aventure Aviation provides aircraft parts and services to aviation companies anywhere in the world.
- We are the equivalent of 'Autozone'for airlines and we find solutions in supplying aircraft parts for our Customers so they can keep their aircraft flying.
- As you can imagine, the aviation industry has currently been decimated but we believe there is a silver lining just like after the events of 9/11. Many airlines have parked their aircraft, curtailed their operations and in doing so, reduced the need for acquiring spare parts.

Headquarters



Building an Export Powerhouse

- Aventure Aviation (**AV**iation + **VENTURE**) in existence since 2001.
- Located near Atlanta's Hartsfield Jackson International Airport.
- We stock and sell Commercial and Military aircraft parts, represent Manufacturers as an Authorized Distributor and also purchase retired aircraft, dismantle them for spares, refurbish the parts and re-sell.
- We purchase and find solutions for airline surplus inventory.
- Award winning company e.g. on **INC 500 | 5000** list 4 consecutive years and SBA winner for Exporter of the Year for State of Georgia and SE Region
- **Over 55%** of total sales are **international**.

Agenda for today

- Presentation today will share some tips on how to navigate through the fog of challenges that we see today.
- Not every challenge that you are seeing outside your window will be addressed today. Hopefully, we can follow up any concerns in Q & A or after the Summit.

Export Challenges in 2020

- We all agree. The market and business environment is volatile. Too many distractions out there.
- If you are spending every few minutes of the best working hours of your day constantly checking news, stock market's roller coaster ride or updates on corona virus then you are not working on the "plan" on how you intend to come out of the global hot spots and burning topics that are affecting your company, your business and your lifeline.
- One thing is certain. The markets will recover and what is most important is to make sure you are correctly positioned for when it does, you are ready to lead your Team to reach new heights!

Qualities of an Enthusiastic Exporter

- They Smile more
- Keen to learn more about exporting
- Want to grow their business and like the idea of getting rich
- Excited and ready for a new day to face new challenges
- Exporters are passionate about their work
- *If you are claiming to be one of the elite members of this group, are you ready to face rest of 2020 and beyond?*



Qualities of an Enthusiastic Exporter (cont.)

- *Lets not forget the other fine qualities of an 'Exporter'*
- Well-traveled or want to travel overseas
- They always do their Homework
- Constantly assessing new markets in foreign land
- They equip themselves for the exporting journey
- They make market entry decisions carefully and are ready to accept challenges

2020 Challenges of an Exporter

Some questions we need to ask of ourselves and I will follow up with how, as an Exporter, to cope with some of the challenges of 2020



2020 Challenges of an Exporter

- Why export? What are the risks?
- What resources are available right here in USA to help you export?
- What will it cost for the resources?
- When should I contact the folks who can provide the resources?

2020 Challenges of an Exporter

- How should I begin or improve my company's exporting capabilities?
- What are some of the mine fields that I need to avoid?
- In finance related issues such as wiring funds what options are there to reduce risks of non-payments?

2020 Challenges of an Exporter

- Recruiting local distributors or representatives
- Legal challenges and local laws
- In shipping and logistics? Hazmat (hazardous material) items, Licensing and Export Compliances
- Getting company web site revamped and ready to attract foreign buyers?

Re-start your Plan for Action

- There is no better time than now to make your “export plan”.
- While the rest of the competitors are in a flux, some hurt by the market, challenged beyond their means, or lost their existing market share, it is time for you to get back to the drawing board and hit re-start. Make the ‘new plan’ with a view to growing your company.

Re-start your Plan for Action

- Manage your current business, reduce expenses, work with your Team and ensure that you will have a 'plan' with the resources when the markets bounce back. For some it may be a quick recovery of few weeks for others it could take months or few years.

Take Away from today

- It is time to find the diamonds in the rough.
- Now, when the whole world has pressed 'pause' and you have downtime is the best time to re-design your future export plan.
- Just remember Nike's slogan every morning when you wake up

Just do it!

QUESTIONS ?



Reach New Heights

Thank You

