

# Maryland Small Business & Technology Development Center

**Central Region**

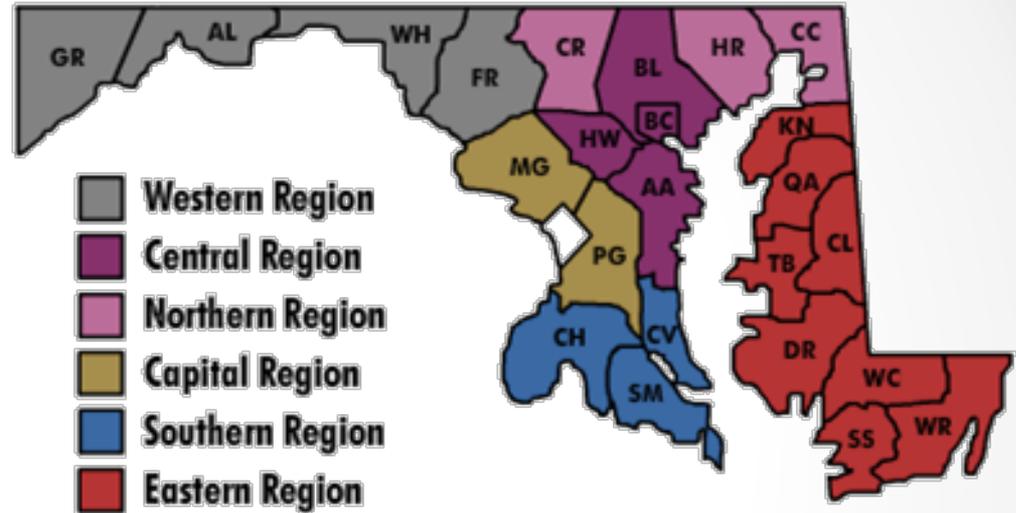
**At University of Baltimore**



**[www.CentralMDSBDC.org](http://www.CentralMDSBDC.org)**

**410-837-4928**

# ORGANIZATIONAL STRUCTURE



## Statewide Network

Managed by “Lead Center” @ University of Maryland, College Park

6 regions - **Central**, Eastern, Western, Southern, Northern, and Capital

24 Jurisdictions served in Maryland (23 Counties + Baltimore City)

# MDSBTDC's Purpose

Assist in Small Business Development

## Primary Services:

- Counseling
  - Assessments
  - Business and Strategic Marketing Plans
- Training – Core and Special Topics for Start Ups and Growth Businesses
- Technical Assistance
  - Loan Packaging
  - 8a Certification Application
  - MDoT MBE/DBE Application
  - Government Procurement



# How SBTDC can help ...

## Consulting Services and Resources



One-on-one consulting

Business plans

Marketing plans

Loan packaging

Sources of capital

Cash flow analysis

Accounting & recordkeeping

**International trade**

Case management

Research libraries

Networking

Human resources

Market research

Technology research &  
analysis

# Why Export?

- **Increased sales and profits**
- **Reduced dependence on existing markets**
- **Extension of sales potential of existing products**
- **Stabilization of seasonal market fluctuations**
- **Utilization of excess production capacity**
- **Improving potential for company expansion and value**
- **95% of the world's potential consumers live outside the U.S.**

# Maryland Export Opportunity

Industry	Total	Exporting	Percentage Exporting	Exporting Opportunity
Manufacturing	10,387	295	2.8%	10,092
Wholesale Trade	15,858	365	2.3%	15,493
Information	3,102	98	3.1%	3,004
Professional Services	27,750	553	1.9%	27,197
Biological Sciences	441	7	1.5%	434
Health Care	343	3	0.8%	340
Agriculture	5,581	25	0.4%	5,556

Source: Hoover's

# Types of Clients

- **Export Startups**
- **New to Export**
- **Expanding Exports**
- **Never Considered Exporting**



# SBTDC Export Assistance Program

Provides One-on-One counseling to develop:

- **Export marketing plans**
- **Distribution channel options**
- **Pricing strategies, payment methods and ways to reduce financial risk**



# SBTDC Export Assistance Program

- **Marketing materials**
- **Business culture and ethics awareness**
- **International website platform**



# SBTDC Export Assistance Program

- Direct Clients to Resources provided by Partners
  - Financing
  - Tradeshow/mission assistance
  - Dispute resolution
  - Introduction to distributors/agents
  - Export licensing
  - IP protection
  - Compliance testing
  - Currency issues
  - Logistics



# Export Marketing Plan

- **Components of your SBDC assisted export marketing plan:**
  - **Description of Target Market(s)**
  - **Distribution vs Agent vs Direct Sales**
  - **Logistics Requirements**
  - **Packaging Requirements**
  - **Pricing Strategy**



# Export Marketing Plan

- **Payment Method**
- **Market-Entry Strategy**
- **Financial Resources**
- **Production Capacities**
- **Product/Service Adaptation**
- **Marketing Materials**
- **Internet Strategy**



# SBTDC Successes



- **ExportMD**
  - 5 grants
  - 4 new applications expected next month
- **Paris Air Show**
- **Governor's Mission to Jordan**
- **Co-counseling with USEAC**

# Questions?

