

# Firm built on helping others enter the U.S.



## Owner's manual

JIM Raz is the managing director of Export Access.

### Sum up your business.

It provides management services and support for doing business in the U.S. - from market research to representing products to potential distributors and customers.

### What do you love about it?

The fact that I am now sharing the experience I have gained doing business in the U.S. It's great being able to help a business break into a market that they thought was too complex to understand or too costly to enter. Secondly, I love being my own boss. I'm delighted with the range of work I've been asked to do and motivation is no problem because exporting is such a dynamic and thriving activity.

### The biggest challenge?

For potential clients, to get them over the belief that no one other than themselves can possibly market their product or service or take it to market. Once we have analysed and reported on their value proposition, competitors, markets, industry trends, etcetera, they quickly realise that we do understand their product or service and can support them.

### What is the favourite part of your job?

Interaction with clients: the diversity of the products and technology, and the genuine enthusiasm and entrepreneurial spirit of the firms I am working with, is rewarding.

### How did your business come about?

I resigned after 15 years with the one corporation because I wanted new challenges and I was keen to apply all the knowledge I had accumulated to other businesses and markets. Initially I considered buying an established business but, after due-diligence checks and market analysis, I saw it posed unacceptable financial risks.

My research uncovered a gap, involving firms with great products or services suitable for export markets but which don't have the time, dedicated management personnel or specific (U.S.) experience to market their products.

Initially I worked from home



**EXPORT DRIVER:** Jim Raz . . . many believe no one other than themselves can market their products. Picture: MARTIN JACKA

but the tussles with my daughter, a university student, who's claim for the home PC were legitimate, encouraged me to move to an office in the City.

### If you were given \$100,000 to put towards your business how would you spend it?

Engaging specialist expertise on an ad hoc basis to provide advice on niche markets and some specific aspects of exporting, and financing the rollout of Export Access to other Australian states.

### What does the future hold for your business?

We are already seeing business accepting that what we

offer makes commercial sense. Engaging us to help plan and manage breaking into the U.S. market, or expanding in that market, is far more cost-effective and efficient than a business doing it themselves.

We can tailor the fee structure to the needs of our client. Companies interested in U.S. business development, but which have limited resources, can dip their toe in the water to gain confidence of the product/market fit before embarking on a full roll-out.

### What is your company's website address?

[www.exportaccess.com](http://www.exportaccess.com)