



Export Marketing for a Small Handicraft Business (Oxfam Skills and Practice)

Edward Millard

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Small scale handicraft producers often lack adequate marketing experience or support structures, particularly for export. This manual, written in plain, jargon-free language provides vital information on customer contact, designing for overseas markets, presentation and packaging, quality control, supplying to specification and the formalities and documentation involved in exporting. This new edition includes updated information on export regulations and additional coverage of planning and marketing theory.

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