

# Expand your business - Melbourne

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The world's economy never stands still. Up, down, steady – fluctuation is the norm. This happens every day across the world and Australia is no exception.

Business is a critical component of the economy. Large, Small/medium, small businesses all respond one way or another to economic movement. A business that thinks and operates in non-responsive way is doomed. Critical to most business are their respective markets (client). Their needs act just like and often in response to the economy – they fluctuate and change. Successful business responds. They don't only respond to their existing markets, they seek new ones and seek them wherever they can.

Melbourne business owners should look at expanding their market, other than their own back yard, and investigate the benefits of exporting their business. Exporting provides many strategic advantages such as providing a steady cash flow and increase business. Win, Win

Beyond the increase of sales, exporting can also provide a variety of other direct and indirect benefits. It can leverage your unique product and service by increasing your customer base beyond Australia. Have you ever had problems with seasonal fluctuations? Exporting minimizes these fluctuations and level out the product demand.

Look outside the box and learn new ideas, technology and business processes from other likeminded people as this will improve your current knowledge and increase your competitiveness.

Exporting will also expose your blooming business to new cultural environments which will all help with boosting productivity, skills and innovation. It will give you the opportunity to utilize both Australian and International concepts and learn new things that other competitors may have not seen or thought of yet.

The most popular export destinations include the traditional trading partners the United States, Japan, New Zealand, China and Saudi Arabia. Most of these fast growing emerging economies are prime export destinations for Victorian goods and services.

For business that are interested in expanding their branches to other leading export Markets, the Victorian Government website provides comprehensive information on the state's key export industries and destination markets, as well as tips and useful information to assist small companies like yours to reach out and expand to exports.