

SECRET OF 10X EXPORT-IMPORT MASTERY SYSTEM

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10X EXPORT-IMPORT MASTERY SYSTEM

Course Overview

The 10X Export-Import Mastery System is a step-by-step practical course designed to help you start, manage, and scale a profitable export-import business from India, even if you are a complete beginner.

In this course, you will learn how to choose the right product, find international buyers, understand HS codes, register your business with all required documents, handle logistics, packaging, shipping, freight forwarding, payment terms (LC, TT), and avoid the biggest mistakes exporters make.

You will also get templates, checklists, buyer search tools, email scripts, contracts, and a complete 90-day export launch plan.

WHAT YOU WILL LEARN – CHAPTER SUMMARY

CHAPTER 1 – EXPORT BUSINESS FOUNDATIONS

- 1.1 WHAT IS EXPORT-IMPORT BUSINESS
- 1.2 UNDERSTANDING GLOBAL TRADE SYSTEM
- 1.3 BENEFITS & OPPORTUNITIES IN EXPORT BUSINESS
- 1.4 HOW TO SELECT PROFITABLE EXPORT PRODUCTS

CHAPTER 2 – BUSINESS REGISTRATION & DOCUMENTATION

- 2.1 BUSINESS REGISTRATION TYPES (PROPRIETORSHIP/PARTNERSHIP/PVT LTD)
- 2.2 MANDATORY EXPORT REGISTRATIONS (IEC, RCMC, GST, MSME)
- 2.3 BANK AD CODE & EXPORT CURRENT ACCOUNT
- 2.4 DGFT, CUSTOMS & COMPLIANCE REQUIREMENTS

CHAPTER 3 – INTERNATIONAL BUYER ACQUISITION SYSTEM

- 3.1 B2B PORTALS FOR BUYER SEARCH
- 3.2 LINKEDIN & GOOGLE BUYER HUNTING
- 3.3 BUYER COMMUNICATION (EMAIL + WHATSAPP SCRIPTS)
- 3.4 PRICING & QUOTATION (FOB, CIF, EXW, CNF)



WHAT YOU WILL LEARN – CHAPTER SUMMARY

CHAPTER 4 – LOGISTICS, SHIPPING, CUSTOMS & PAYMENTS

- 4.1 TYPES OF SHIPPING (AIR, SEA, COURIER)
- 4.2 FREIGHT FORWARDERS & CHA
- 4.3 EXPORT DOCUMENTATION SET (INVOICE, PL, BL, COO)
- 4.4 PAYMENT TERMS (LC, TT, DP, DA)
- 4.5 CUSTOMS CLEARANCE PROCESS

CHAPTER 5 – SCALING YOUR EXPORT BUSINESS

- 5.1 BUILDING AN INTERNATIONAL BRAND
- 5.2 CREATING GLOBAL DISTRIBUTION CHANNELS
- 5.3 CRM, AUTOMATION & REPEAT ORDERS
- 5.4 EXPANDING TO MULTIPLE COUNTRIES



CHAPTER 1: INTRODUCTION TO EXPORT—IMPORT BUSINESS



1.1 WHAT IS EXPORT-IMPORT BUSINESS?

The export-import business is the process of selling goods from one country to another (export) or bringing goods from another country into your own (import).

- When you sell goods from India to another country, it is called Export.
- When you bring goods from another country into India, it is called Import.


This is one of the most profitable and scalable businesses in the world because:

- Every country has different demands
- Price differences create high profit margins
- Governments offer benefits and incentives
- You can grow globally without needing large infrastructure



1.2 BENEFITS OF STARTING AN EXPORT-IMPORT BUSINESS

- Low investment, high returns
- Global customer base instead of local limits
- Strong government support (incentives & schemes)
- Start from home without an office
- Multiple income options: Exporting, importing, trading, sourcing, commission, etc.



BENEFITS

The background features a collage of business-related icons: line graphs showing growth, bar charts, arrows pointing upwards, a checkmark, and an open book. The design is accented with geometric shapes in shades of pink, blue, and purple.

1.3 HOW THE EXPORT-IMPORT BUSINESS WORKS (STEP-BY-STEP)

1. Choose a profitable product
2. Find buyers (for export) or suppliers (for import)
3. Negotiate price, packaging & delivery terms
4. Complete documentation (IEC, GST, AD Code)
5. Arrange shipping & customs clearance
6. Receive payment via LC, TT, or advance



1.4 KEY TERMS YOU MUST KNOW

- FOB: Buyer pays freight
- CIF: Seller pays freight + insurance
- HS Code: Product classification code
- LC: Bank-guaranteed payment
- Bill of Lading: Proof of shipment & ownership





PRACTICAL ACTIVITIES

Identify Your Export Product
Create a list of 10 products available in your local area.

Filter them using 3 criteria:

- Demand in foreign markets
- Profit margin
- Easy availability

Final output: Select 1 export product.

CHAPTER 2: BUSINESS REGISTRATION & DOCUMENTATION



2.1 TYPES OF BUSINESS REGISTRATION

Before starting export–import, you must choose a business entity:

- Proprietorship – Easiest, low-cost
- Partnership / LLP – Good for 2 or more partners
- Private Limited Company – Best for scaling and global trust

Your business name should match your export category if possible.



2.2 MANDATORY EXPORT REGISTRATIONS

- These are the basic registrations every exporter must have:
- IEC (Import Export Code) – Main license for export/import
- GST Registration – Required for invoicing
- MSME Registration – Helps in getting subsidies & benefits
- Bank AD Code – Needed to open shipping bills at customs



2.3 EXPORT DOCUMENTATION REQUIRED

Basic documents every exporter prepares:

- Commercial Invoice
- Packing List
- HS Code Declaration
- Purchase Order / Proforma Invoice
- Shipping Bill (generated at customs)
- Bill of Lading / Airway Bill

These documents ensure smooth customs clearance.



2.4 DGFT, CUSTOMS & COMPLIANCE

- DGFT (Director General of Foreign Trade) issues IEC and export benefits.
- Customs checks your shipment, documents, and HS Code.
- You must follow:
 - Export policy
 - Packaging rules
 - Labeling norms
 - Country-specific requirements

Proper compliance avoids fines, delays, and shipment holds.





PRACTICAL ACTIVITIES

Documentation Activity
Activity:

Apply for your IEC
(Import Export Code) on
DGFT portal.

Final Output: Your IEC
certificate PDF.

CHAPTER 3: INTERNATIONAL BUYER ACQUISITION SYSTEM



3.1 FINDING BUYERS ON B2B PORTALS

The fastest way to get foreign buyers is through international B2B platforms:

- Alibaba
- Indiamart (export leads)
- TradeIndia
- ExportHub
- Global Sources
- EC21 / ECPlaza

You can list your products, upload photos, reply to RFQs, and get direct buyer inquiries.



3.2 FINDING BUYERS USING LINKEDIN & GOOGLE

LinkedIn Method:

- Create a professional profile
- Mention “Exporter of _____”
- Use LinkedIn search to find importers, distributors, wholesalers
- Send short buyer-introduction messages

Google Method:

Search directly for:

- “(your product) importers in USA”
- “(product) wholesalers in Dubai”
- “(product) distributors in Europe”

This gives verified leads from company websites.



3.3 BUYER COMMUNICATION SCRIPTS

Email Script:

- Introduce your company
- Share your product catalogue
- Mention pricing terms
- Offer samples
- Ask for requirements

WhatsApp Script:

Short & clear message with your catalogue and product images.



3.4 PRICING & QUOTATION TERMS

Your quotation must include:

- Product price
- Packing details
- Delivery terms (Incoterms)
- MOQ (Minimum Order Quantity)
- Payment terms
- Lead time

Common Incoterms: FOB, CIF, CNF, EXW





PRACTICAL ACTIVITIES

Buyer Acquisition Activity:
Search on Google/LinkedIn
and prepare a list of 5
international buyers for
your product.

- Final Output: Excel sheet with 5 buyers (Company + Email + Country).

CHAPTER 4: LOGISTICS, SHIPPING, CUSTOMS & PAYMENTS



4.1 TYPES OF SHIPPING

There are three main shipping methods in export business:

Sea Freight

- Best for bulk shipments
- Lowest cost
- Takes 15–45 days depending on country

Air Freight

- Fastest delivery
- Higher cost
- Suitable for urgent or lightweight products

Courier / Express

- For samples or very small shipments
- Examples: DHL, FedEx, Aramex



4.2 FREIGHT FORWARDERS & CHA

Freight Forwarder

They arrange shipping, freight booking, container, and all logistics.

They help exporters choose the best route and cost.

CHA (Custom House Agent)

Handles customs clearance:

- File shipping bill
- Submit documents
- Coordinate with customs officers
- Ensure smooth export process

Both are essential partners for exporters.



4.3 EXPORT DOCUMENTATION SET

These are the key documents used during export:

- Commercial Invoice
- Packing List
- HS Code Declaration
- Bill of Lading / Airway Bill
- Certificate of Origin (COO)
- Insurance Copy
- Export Declaration Form

This documentation must be correct to avoid delays at customs.



4.4 PAYMENT TERMS

Buyers and sellers fix payment terms before starting business:

- Advance Payment (Safe for exporter)
- TT (Telegraphic Transfer) – Bank-to-bank transfer
- LC (Letter of Credit) – Most secure method
- DP (Documents Against Payment)
- DA (Documents Against Acceptance)

Choosing the right payment term reduces risk.



4.5 CUSTOMS CLEARANCE PROCESS

Step-by-step:

1. Exporter gives documents to CHA
2. CHA files shipping bill
3. Customs checks cargo & documents
4. Container moves to port
5. Shipping line issues Bill of Lading
6. Shipment departs

Once BL is received, exporter can share it with the buyer for payment.





PRACTICAL ACTIVITIES

Logistics Activity:

Call one freight forwarder and collect:

- Sea freight rate
- Air freight rate
- Transit time

Final Output: A rate sheet for your shipment.

CHAPTER 5: SCALING YOUR EXPORT BUSINESS



5.1 BUILDING AN INTERNATIONAL BRAND

To grow fast, you must create a strong global brand identity:

- Professional company website
- High-quality product photos & videos
- Attractive catalogue/PDF
- Strong social media presence
- Consistent branding on packaging & labels

International buyers trust companies with a premium brand image.



5.2 EXPANDING TO MULTIPLE COUNTRIES

Once you start exporting to 1–2 countries, expand your reach:

- Find distributors in new regions
- Participate in international trade fairs (online/offline)
- List products in multiple B2B marketplaces
- Connect with embassies & export promotion councils

This increases global visibility and opportunities.



5.3 AUTOMATION & CRM SYSTEMS

Use technology to scale your business:

- CRM tools (HubSpot, Zoho) to manage buyers
- Automated email follow-ups
- Inventory management software
- Digital payment systems
- WhatsApp automation

This saves time and handles large buyer volume efficiently.



5.4 BUILDING LONG-TERM BUYER RELATIONSHIPS

Growth happens when buyers place repeat orders. To achieve this:

- Maintain consistent product quality
- Provide timely updates on shipments
- Offer seasonal discounts
- Give exclusive deals to top buyers
- Understand buyer requirements and adapt

Strong relationships ensure stable monthly export income.



An illustration on the left side of the slide shows a person with dark hair and a pink face, wearing a blue long-sleeved shirt, pointing at a large blue globe. The globe is covered with white dashed lines, dots, and location pin icons. A red hand is also shown pointing at the globe. The background features abstract geometric shapes in shades of purple and pink.

PRACTICAL ACTIVITIES

Scaling Activity:

Create a 3-page export product catalogue with:

- Product photos
- Specifications
- Pricing (FOB)

Final Output: Your catalogue PDF.

**THANK
YOU**

