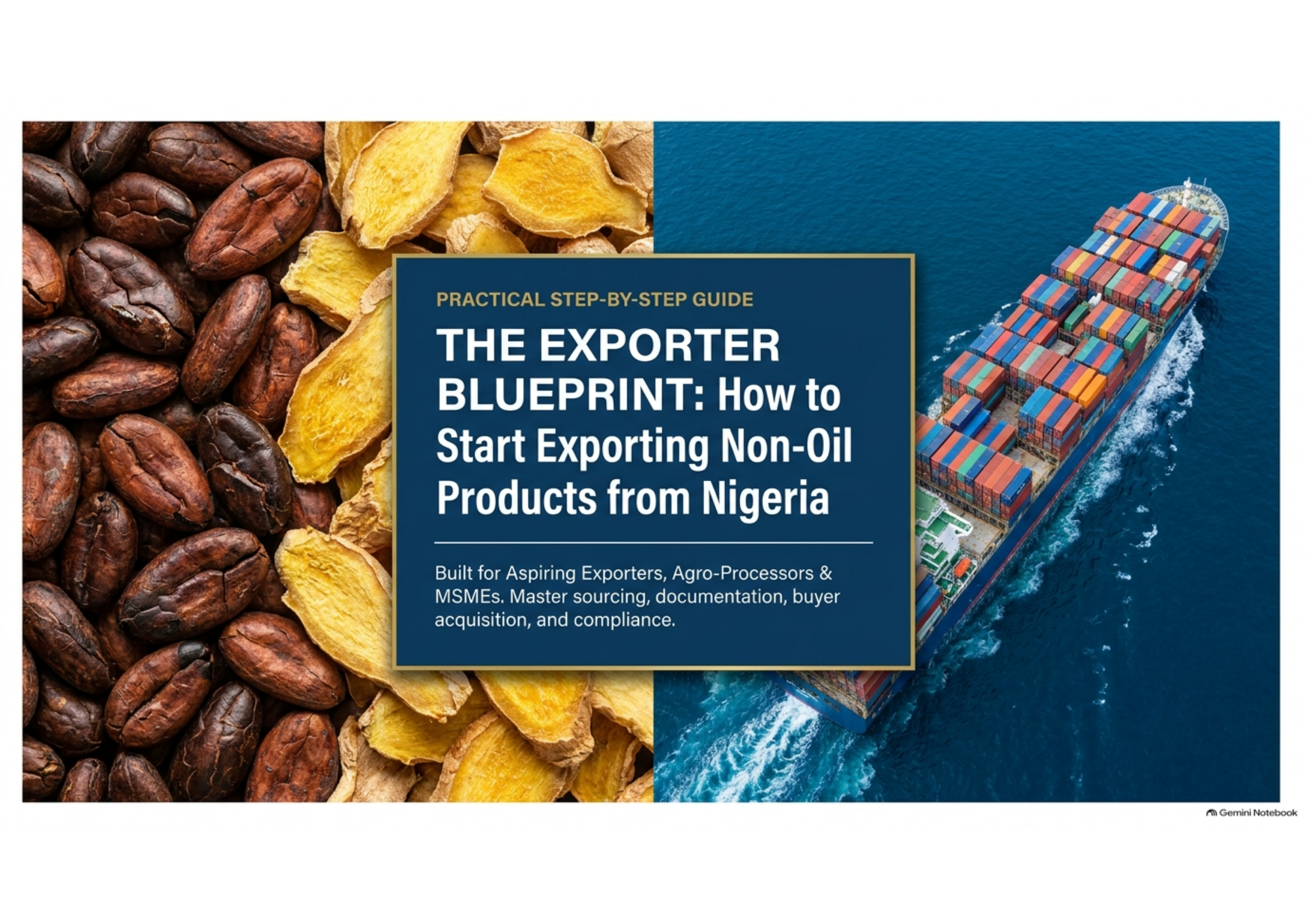




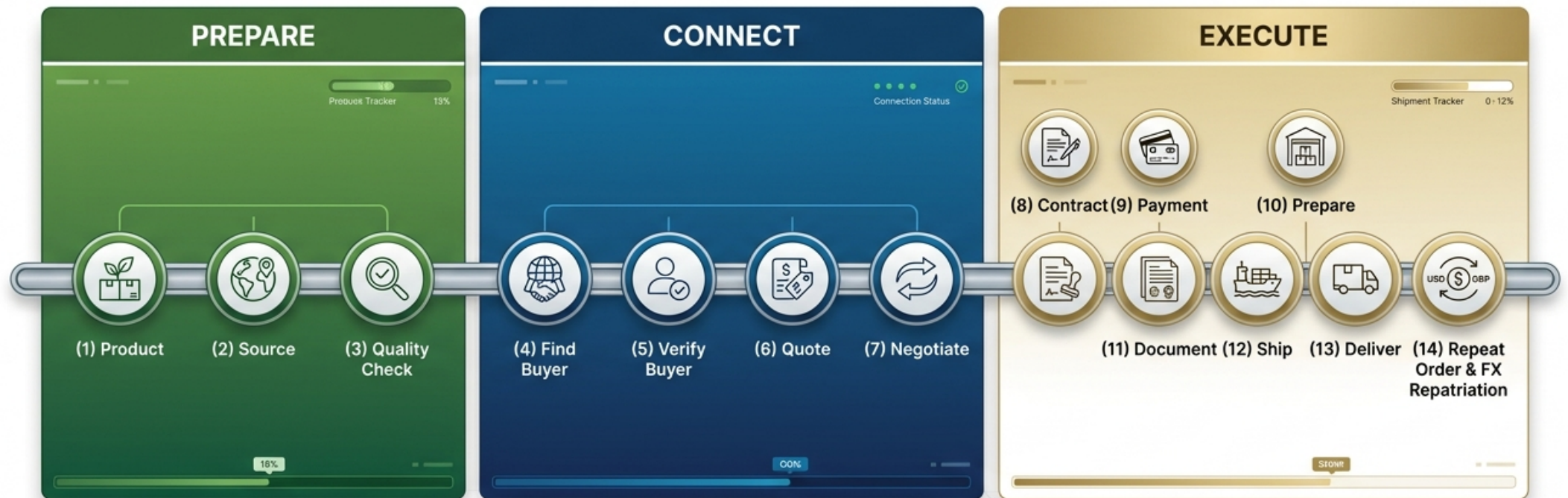
PRACTICAL STEP-BY-STEP GUIDE

THE EXPORTER BLUEPRINT: How to Start Exporting Non-Oil Products from Nigeria

Built for Aspiring Exporters, Agro-Processors & MSMEs. Master sourcing, documentation, buyer acquisition, and compliance.

Fundamental Concept: The 3-Phase Export Journey

Exporting sells domestic goods abroad to earn FX (USD/EUR/GBP) and expand markets.



4 Main Export Business Models



Direct Exporting

Sell directly to foreign buyers.
High margin, full price control.



High Risk

High Reward



Indirect Exporting

Sell via local agents/brokers.
Low risk, ideal for beginners.



Low Risk

Low Reward



Merchant Exporting

Buy local commodities,
aggregate, export under your
brand. Needs liquidity.



Medium Risk

High Reward



Digital/Service Exporting

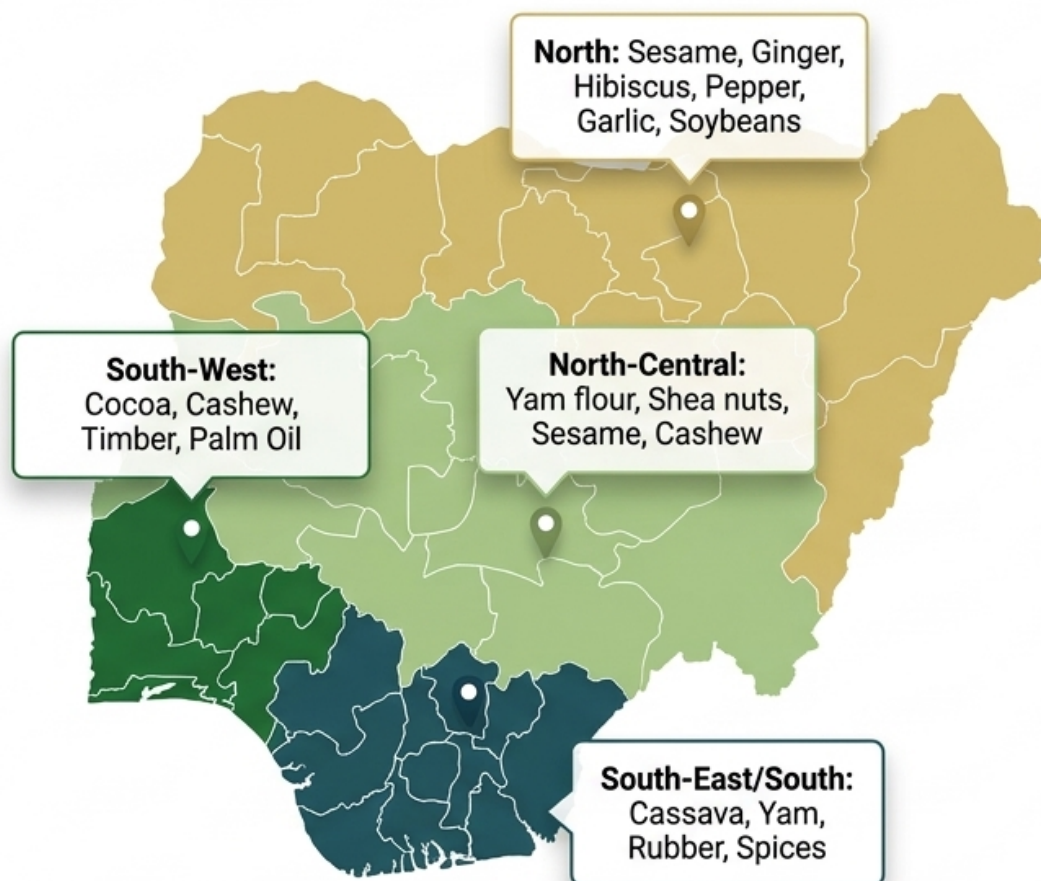
Export services or software.
Zero freight, instant FX
payout.



Low Risk

Medium Reward

SUPPLY CHAIN: Sourcing from Nigeria's Regions



1. **Partner with farmer co-ops** (bypass middlemen).
2. **Buy during peak harvest** for lowest prices.
3. **Enforce strict farm-gate sorting.**
4. **Secure volume commitments** before promising buyers.

HIGH-DEMAND NIGERIAN COMMODITIES



Cocoa Beans: High demand for confectionery/chocolate in EU & US.



Dried Split Ginger: High oil content for global food & pharma markets.



Hibiscus Flowers: Used for teas in Mexico, Germany, USA, Latvia.



Raw Cashew Nuts: Exported to processors in Vietnam, India, UAE.



Sesame Seeds: High oil content, prized in Asian processing plants.



Processed Foods: Yam flour, garri, dried fish for UK/US diaspora.

PRE-FLIGHT AUDIT: Export Readiness Checklist

Business & Operations:	Product & Compliance:
☐ Registered CAC Entity (Ltd preferred)	☐ Standardized product specs (moisture, purity %)
☐ Foreign Exchange (FX) Domiciliary Account	☐ Export-grade transit packaging (Jute/PP bags)
☐ Professional website, corporate email & spec sheet	☐ Independent lab test report
☐ Production capacity to scale for bulk orders	☐ Phytosanitary & NEPC export certificates

COMPLIANCE WARNING: PROHIBITED EXPORT GOODS

STRICT CUSTOMS ENFORCEMENT — CRIMINAL PROSECUTION APPLIES



UNPROCESSED TIMBER/LOGS

Banned to protect
forests and local
processing.



RAW HIDES & SKINS (WET-BLUE)

Restricted to
protect domestic
leather industry.



MAIZE & STAPLE GRAINS

Banned during
food security alerts
without waivers.

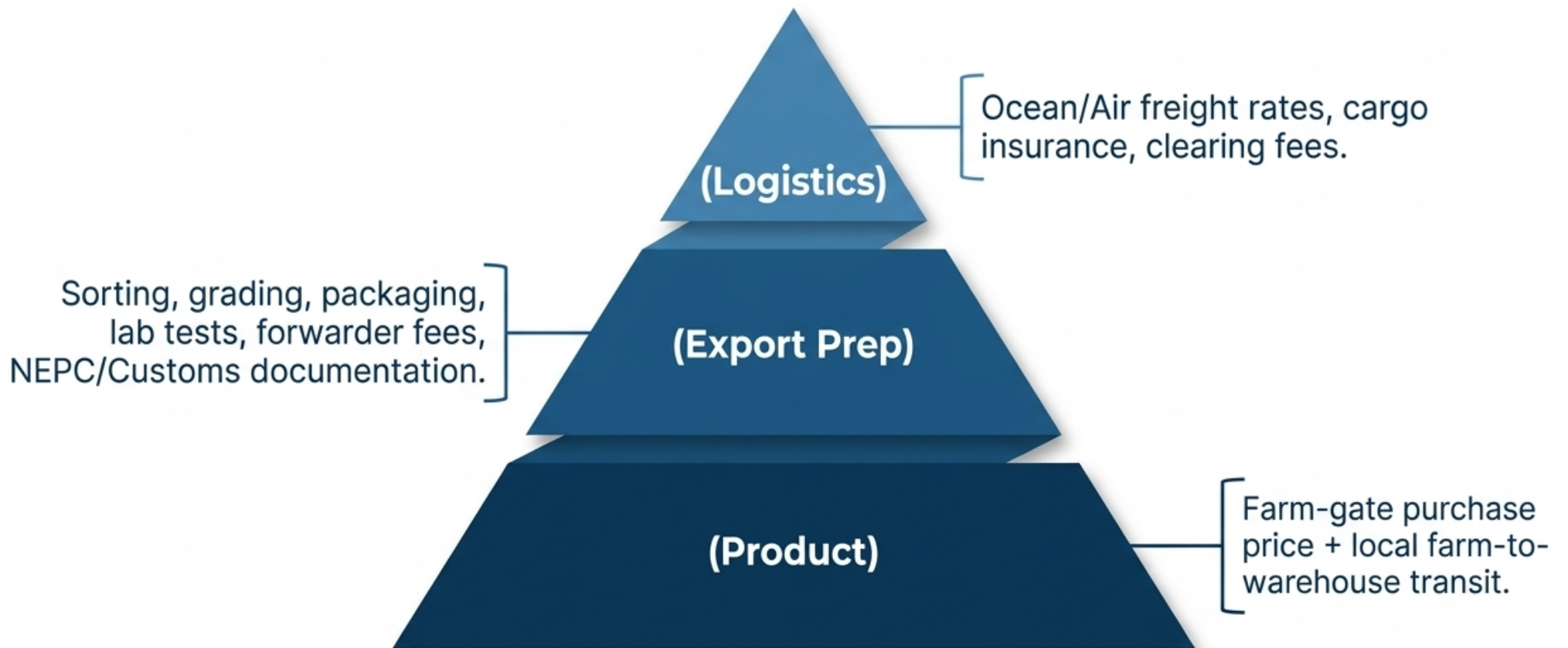


ANTIQUITIES & SCRAP METAL

Stolen scrap and
cultural relics are
illegal.

FINANCIAL ENGINEERING: Landed Cost Structure

"Buyers evaluate landed cost, not farm-gate price. Factor all fees into quotes."



LOGISTICS: Freight Channel Comparison

Never promise delivery dates without forwarder booking confirmation.

 Air Freight	 Sea Freight
Best for perishables/samples	Best for bulk commodities (FCL)
1-7 days	20-60+ days
High cost/kg Flexible volume	Low cost/ton Requires 20ft/40ft container
Airway Bill (AWB)	Bill of Lading (B/L)

EXPORT REGULATORY BODIES & DOCUMENTS



Agencies - Who to Know



NEPC: Exporter registration, incentives, market access.



Single Window Portal: Form NXP for FX remittance.



NAQS: Phytosanitary quality certificates.



WEPORTA: Traceable trade report platform.



Shipping Papers - What to Hold



Commercial Invoice: Detailed billing.



Packing List: Net/gross weights & dimensions.

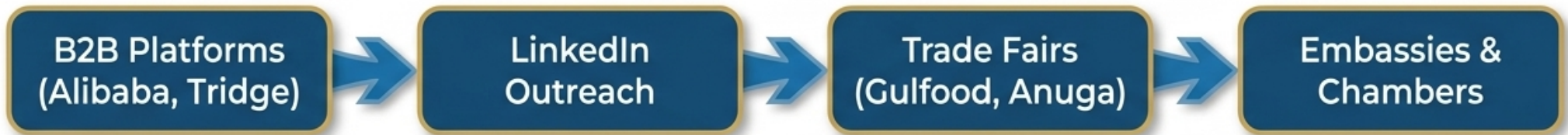


Certificate of Origin: Issued by Chamber of Commerce.



Phytosanitary Certificate: Proof of plant health.

BUYER ACQUISITION & RED FLAGS



Target: Importers, distributors, manufacturers, supermarkets.

Verification



Check domain/website, trade registries, bank references, Chamber of Commerce.

Red Flags



Uses free email (@yahoo/@gmail), rushes payment without spec sheets, refuses video calls, vague addresses.

OUTREACH & MARKETING: Winning Buyer Trust



Hello sir, we sell ginger from Nigeria. Kindly send order. Pls reply.

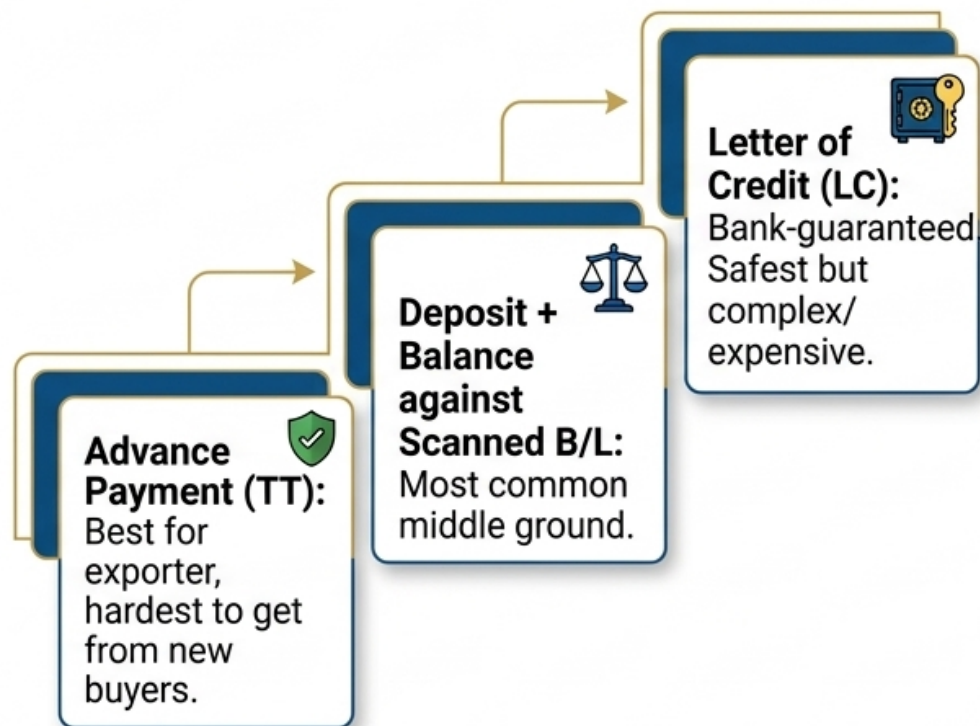


Hi [Name], I represent [Co.] in Nigeria. We supply export-grade Split Ginger (Moisture <8%). Attached is our spec sheet & recent lab test. Are you open to receiving a sample?

DIGITAL FOOTPRINT: Buyers will audit you. Build credibility via: LinkedIn, factory/farm photos, clear packaging videos, customer testimonials.

COMMERCE & PROTECTION: Securing Your Revenue

Payment Methods - Beginner to Advanced



Contract Essentials - What to Lock Down

	• Exact Product Specifications & Moisture Limits.
	• Currency, Price, and agreed Incoterm (e.g., FOB Lagos vs. CIF Rotterdam). 
	• Dispute resolution mechanisms.

PITFALLS TO AVOID: The Exporter's Graveyard



Poor Costing: Quoting farm-gate instead of FOB.

Fix: Use the landed cost pyramid.



Unreliable Sourcing: Promising volume before securing the crop.

Fix: Secure inventory first.



Ignored Specs: Shipping dirty/wet commodities.

Fix: Double-sort at the warehouse.



Blind Trust: Shipping without verified payment terms.

Fix: Demand TT deposit or LC.



Flimsy Packaging: Using old/torn bags.

Fix: Use export-grade Jute/PP.



Unrealistic Timelines: Overpromising transit times.

Fix: Add a 14-day buffer to estimates.

THE EXPORTER'S BLUEPRINT: Your 7-Day Action Plan

Print this worksheet to map your immediate next steps.

My Product: _____

My Source Region: _____

My Target Market: _____

My Ideal Buyer Type: _____

My Breakeven Cost (FOB): _____

My Non-Negotiable Payment Term: _____

My Next 7-Day Action: _____



Scan to download
full toolkit.

 FREE EXPORT CONSULTATION

Book a FREE Consultation to Start Your Export Journey

Get FREE expert guidance and consultation on commodity sourcing, export documentation, and buyer connections.



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BoxnPick



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08054666346