

# Getting Export Smart

## Exporter case study



### Superior Jetties

Established for over 20 years, Superior Jetties manufactures a large range of marine berthing, boat lift systems and quality pontoons.

The organisation has a history of producing high-quality products using the latest technology in design and materials. Innovation, inventiveness and astute interpretation of market needs have earned Superior Jetties respect within the industry.

The company has a significant presence in local domestic and commercial markets, as well as a growing international clientele.

### Motivations to export

When Superior Jetties was established, it largely serviced the local Queensland market, particularly the waterways and canals of the Gold Coast.

The company started fielding enquiries from international buyers in the late 1990s when overseas visitors would see Superior Jetties products at events like the Sanctuary Cove Boat Show and ask if they could get the products in other countries. The annual Boat Show has always been a focus of Superior Jetties' sales and marketing strategy and led the company to consider going global.

Superior Jetties has significantly increased its exporting efforts over the last six years, focusing on implementing systems to service customers no matter where their location.

### Activities that contributed to its export success

Superior Jetties found it was important to research overseas markets and tailor its products accordingly. For example, its heavy concrete products were popular in Australia, but were difficult to export overseas.

The company has now designed products that have the same functionality as the concrete ones, but are much easier to ship internationally.

### Lessons learned and mistakes made along the way

Superior Jetties says it learned how important it was to be in tune with the industry when a business considers exporting. The company recommends making the most of networking opportunities and joining local business and industry associations, as they can usually provide good advice on growing markets.

Getting to know other companies within the same industry and learning about their ventures overseas, will give companies inside knowledge on the best places to concentrate their efforts.

Superior Jetties has learned to focus its efforts on markets with a lot of growth in the marine industry, rather than more mature markets or those that do not yet enjoy recreational boating.

### How exporting has benefited the business

Superior Jetties is now a truly global business, with a network of dealers selling its products overseas, and exports accounting for around 20 per cent of sales.

Exporting has helped Superior Jetties to grow its business beyond what was feasible in the Australian market.

### Assistance received from the Queensland Government

Superior Jetties has participated in Queensland Government trade missions and found the Government's assistance vital in securing dealership agreements overseas. Because Trade Queensland has existing knowledge and contacts overseas, it was able to introduce Superior Jetties to reputable dealers, eliminating the risk of entering the market cold.

### Words of advice for exporters

Superior Jetties believes you need to consider how you will communicate with and market to international customers when you begin exporting. Whether you decide to attend international trade shows, use dealers or set up an office overseas, you must plan how you are going to service your global customer base

The company also understands that globalisation and technological development have allowed businesses to deal with overseas customers more easily than ever before. It believes that it is important to have the systems in place to communicate easily with all your customers – fast broadband, a strong website and good email access are all key.

This case study was prepared for the **Getting Export Smart** workshop series.

For more information about the Queensland Government's export services contact:

#### Export Advisory Service

Trade Queensland  
GPO Box 1412  
Brisbane QLD 4001

**Tel** 07 3224 4035

**Fax** 07 3835 1002

tradeinfo@qld.gov.au

[export.qld.gov.au](http://export.qld.gov.au)

