Industries Commissionerate,
Government of Gujarat
GoG-AMA Centre for International Trade

ON CAMPUS

Celebrating 70 AMAzing Years

AHMEDABAD MANAGEMENT ASSOCIATION®

SYSTEMISING THE EXPORT BUSINESS - BUILDING PROCESSES, SOP AND AUTOMATION FOR SUSTAINABLE GROWTH

SUMMARY

As an export business grows, managing enquiries, quotations, documentation, procurement, logistics, compliance, payments, and customer relationships through informal or manual processes can lead to errors, delays, missed opportunities, and operational dependency on the business owner. Systemising the export business helps establish standardised workflows, improve accountability, reduce repetitive work, and create a scalable operating model. This session introduces practical approaches to documenting business processes, developing Standard Operating Procedures (SOPs), assigning responsibilities, and using digital tools and automation to improve operational efficiency.

CONTENTS

- Identifying Key Processes & Operational Bottlenecks in an Export Business
- Designing Export Workflows & Developing Effective SOPs
- Standardising Roles, Responsibilities, & Checklists
- Digital Tools, Workflow Automation & Building a Scalable Export Business
- Q&A Session

FOR WHOM

Exporters, Merchant Exporters, MSMEs, Export Entrepreneurs, Business Owners, Export Managers, Operations Professionals

DATE & TIME : **Friday, November 20, 2026 | 2.00 PM to 5.00 PM**

PROGRAMME FEE : **Rs. 500/- (including 18% GST)**

FACULTY : **Ms. Nehal Tanna** is Founder & Director at Tanimex International, International Business Expert & Consultant, PGDM and Alumni of World Trade Institute (Mumbai)

ISO 9001:2015 CERTIFIED

For enquiries and nominations, please reach us at:
AHMEDABAD MANAGEMENT ASSOCIATION
AMA Complex, ATIRA Campus, Dr. Vikram Sarabhai Marg,
Ahmedabad 380 015.
www.amaindia.org ama@amaindia.org
079-26308601 / 02 Mobile: 7203030990

Scan this QR Code