

## EXPORT PLAN - GUIDANCE NOTES –Some useful prompts to consider when preparing your Export Plan

| Strategic Export Objectives  |   | Defined Exporting Goals for next 3 Years  |   |
|--|---|---|---|
| <ul style="list-style-type: none"> <li>Review of current exporting position</li> <li>Exporting objectives for next 3 years</li> </ul>  |   | <b>Defined Exporting goals may include:</b> <ul style="list-style-type: none"> <li>Annual Sales Targets</li> <li>Annual Gross Margin</li> <li>Annual Net Profit</li> <li>Market Share targets by product/sector/etc</li> <li>Annual Acquisition targets</li> <li>Joint Venture targets</li> <li>Potential strategic partners in market</li> </ul> |   |
| Target Markets   | Channel Market Barriers   | Customer Analysis   | Market Entry Strategy   |
| <b>What is the size, structure and segmentation of the market?</b> <ul style="list-style-type: none"> <li>Is the market                             <ul style="list-style-type: none"> <li>- Mature</li> <li>- Growing</li> <li>- Static</li> <li>- Contracting</li> </ul> </li> <li>Identify the top retail and wholesale operators?</li> </ul>   | <b>How difficult is it to export to specific markets?</b> <ul style="list-style-type: none"> <li>What barriers you need to consider?</li> <li>Is there any Regulation do you need to be aware of?</li> <li>What Routes to market are your competitors taking?</li> <li></li> </ul>  | <b>Who are your target customers per product line?</b> <ul style="list-style-type: none"> <li>Review existing markets/sales</li> <li>How does your target market purchase i.e. on-line, at specialist stores, supermarkets, import business to business, etc?</li> <li>How will you reach your target customers?</li> </ul>                       | <b>What are your preferred distribution channels? Outline your strategy for each:</b> <ul style="list-style-type: none"> <li>Internet</li> <li>Sub supplier to OEM (Original Equipment Manufacturer)</li> <li>Cluster supplier to local export group</li> <li>Agent</li> <li>Distributor</li> <li>Own office in market</li> <li>Joint Venture with foreign market operator</li> <li>Acquisition of company operating in the market</li> </ul>   |
| Unique Selling Point (USP) of Product/Service  | Competitor Analysis   | Key Suppliers   | Risk Analysis   |
| <b>What is your USP?</b> <ul style="list-style-type: none"> <li>What is the USP that gives your products/services a competitive advantage over competitors in the market</li> <li>Detail why customers will buy your products/services instead of those of competitors?</li> <li>Is there a patent, process or distribution system that gives your product/service a competitive advantage?</li> </ul> | <ul style="list-style-type: none"> <li>Identify the competition</li> <li>What products/services are already on the market?</li> <li>What are the pricing models?</li> <li>What are competitors USPs?</li> </ul> <b>Information sources:</b> <ul style="list-style-type: none"> <li>Trade missions/tours</li> <li>Trade associations.</li> </ul> | <ul style="list-style-type: none"> <li>Identify and list key suppliers</li> <li>Determine location and trading currency of supplier</li> <li>Review the Terms of Trade being offered i.e. payment terms, delivery times, etc</li> <li>Identify alternative suppliers in case of problems with main suppliers</li> </ul>                           | What are the risks for your business? How will you mitigate these risks? <ul style="list-style-type: none"> <li>Can the business meet increased demand</li> <li>Is there adequate cashflow/funding in place</li> <li>How does pricing compare with competitors?</li> <li>What margin is achievable?</li> <li>Is there any exchange rate exposure?</li> <li>How will you receive payment?</li> <li>How much are you willing to invest in developing this market?</li> <li>Do you have an exit strategy?</li> </ul> |
| Sales/Marketing Budget   |   | Funding Structure   |   |
| <b>What is your total marketing budget and define how it will be allocated?</b> <ul style="list-style-type: none"> <li>Promotional activity—Trade Shows , Advertising, PR, social media, brochures, etc</li> <li>New export packaging, point of sale material</li> <li>New export sales staff</li> </ul>   |   | <b>Outline your proposed funding structure, clearly defining what is already in place and what will be required e.g.</b> <ul style="list-style-type: none"> <li>Own resources</li> <li>Bank finance</li> <li>Grants</li> <li>Investors</li> <li>Venture capital</li> </ul>  |   |
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