

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

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