

Export Plan Template

Table of Contents

Executive Summary

This should be a maximum of half a page

Introduction

The key issues to address in this section are why the company should export and your overall objectives in entering overseas markets. These objectives could include spreading market risk, increasing production volumes, lowering unit costs and improving brand image or profits.

About the company

- **Domestic business overview**

Outline a very brief history, and the key factors of success in the domestic market that have led to the success of the business. A healthy and successful domestic business provides a solid foundation for exporting.

- **Financial Resources**

- › **Marketing budget**

Detail the total budget and how this will be spent. Don't forget to include costs such as overseas market visits (at least 2 per year to each target market), advertising, promotional materials, listing fees, training for overseas partners etc.

- › **Cash flow to fund orders**

Address how the business will manage cash flow for potential large orders. This relates to the time between when your business is required to outlay costs to supply the order and when you are paid by your customer.

- › **Sustainability of export budget**

Is the business able to withstand additional expenditure to develop export markets in the medium term until export business generates profits? Define this period of time. Remember that export sales almost always take longer to develop than originally anticipated.

- **Staff**

Include relevant experience of current staff and management, and detail whether more resources will be required such as export specialised marketing or sales staff, additional production staff.



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Market Selection

- **Target Markets**

Detail your target markets and the key characteristics that led you to choose them. This should be kept to a few key markets to begin with as spreading your resources (both human and financial) across many markets often results in low return on investment.

- **Market positioning in target markets**

Your market position in overseas markets may not be the same as in Australia, and may not be the same even in each export market. A mass market product in Australia may be very high end overseas given import duties, freight etc. Provide positioning for each target market.

- **Competitor analysis**

Detail your research here of where your competitors sit in the market compared with where your product or service will sit. Completing this section requires a great amount of research to understand your competitors. Provide details of competitors in each target market.

- **Distribution Methods**

Outline how you will get your product or service to the end customers in each target market.

- **Sales Goals**

Give time frame and sales figures you are forecasting.

Product

- **Products/services for export**

Include the key features and benefits of your products or services that make them attractive to potential export customers.

- **Changes to product/service required for export markets**

Outline changes that will need to be made to your product or service for export markets. These changes could include packaging design or size, branding, labelling, design changes, redesigning content etc.

- **Production capacity**

Provide details of your spare production capacity including any seasonal fluctuations. This will form a basis for important discussions with potential customers or partners and help you ensure you can deliver on orders accepted. If you have low levels of spare capacity then address how you plan to increase capacity in order to meet potential sales. Waiting until you receive an order is likely too late to consider this issue.

Pricing Strategy

This should address your pricing and how you will manage pricing under different circumstances such as foreign currency fluctuations, competitor price drop etc.

Market Entry

In this section you should outline your market entry strategy. This could include whether you are planning to sell to wholesale or retail, use a partner such as agent or distributor, set up an office, enter into a joint venture. See Austrade’s web site for more details on market entry options.

Promotional strategy

Include details here of how you plan to support your customers and partners (eg agents, distributors). This could include the number and timing of market visits – you will need at least one, if not two each year per target market; training for in market partners, promotional materials, advertising etc.

Action plan

Task	By who	By when

Management review and follow up

Outline timings for follow up with those responsible for tasks in the Action Plan table above and for management to review the plan.

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