



Sample Export Plan



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Completing an international business plan helps you to anticipate future goals, assemble facts, identify constraints and create an action statement. It should set forth specific objectives and implement a timetable and milestones. A strategy for entering or expanding into targeted markets is critical to your success in the global marketplace.

Conduct an “audit” of your company to determine how exporting will impact your operations. Consider the management issues for exporting, approaches to exporting, distribution channels and other important considerations that will impact your business.

Understand the key components of an effective, actionable export plan. Just as no two companies are alike, there is no one-size-fits-all export plan. Your export plan should be an extension of your overall business plan, if not infused completely into your business plan. Many of the same questions for your international sales strategies will apply to your domestic sales plan.

Have a clear idea of the information you need to collect and sources where you might find that information.

Creating an international export plan is important for defining your company’s present status and internal goals and commitment. It is also required if you plan to seek export financing assistance. Prepare a plan prior to requesting bank loans. This can save both time and money.

Sample Outline of an Export Plan

Part I: Export Policy Commitment Statement? ?

Part II: Situation or Background Analysis

- Product/Service for Export
- Export License (if needed)
- Personal Export Organization
- Products/Services to be Exported
- Products that Qualify Under FTAs
- Resources Outside the Company
- Industry Structure, Competition, Demand Operations
- Export Control Compliance
- Product Classifications

- Resources Inside the Company

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Part III: Marketing Component

- Identifying, Evaluating, and Selecting Markets
- Product Selection and Pricing
- Distribution Methods???? ???
- Internal Organization and Procedures
- Sales Goals (Profit and Loss Forecasts) ??????????????
- Terms and Conditions
- Pricing with Consideration of Duties, Taxes??
- Freight Costs, and Logistics Included?

Part IV: Tactics—Action Steps

- Primary Target Countries
- Indirect Marketing Efforts
- Quarterly Accomplishments
- Secondary Target Countries?

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Part V: Export Budget

- Pro-forma Financial Statements????
- Marketing Materials
- Travel ?????
- Website Enhancements
- Trade Show Visits
- Other Costs

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Part VI: Implementation Schedule

- Follow-up
- Periodic Operational and Management Review (Measuring Results against the Plan)

Addenda: Background Data on Target

- Basic Market Statistics (Historical and Projected)
- Background Facts
- Competitive Environment