

Company ABC

Confidential

EXPORT MARKETING PLAN

[Insert Date]



Funded in part through a grant award with the U.S. Small Business Administration.

I. Statement of Objectives

Provides a formal introduction to the Export Marketing Plan, including the purpose of the plan and the company goals it is intended to address.

- a. Purpose of the Plan
- b. Short and Long Term Goals

II. Company Overview

A brief overview of the company is provided largely based on information provided by the client. This provides valuable context for internal information transfer as well as with resources partners who may be enlisted in the implementation phase.

- a. History
- b. Production Model

III. International Readiness Assessment

Provides an overview of company readiness from the perspective of implementing an international strategy. This analysis is based on observations by the Certified Business Analyst of both quantitative and qualitative information.

- a. Management Commitment
- b. Product Readiness
- c. Personnel Readiness
- d. Operational Readiness
- e. Financial Readiness

IV. Product (or Service) and Customer Analysis

- a. Overview
- b. Features and Benefits
- c. Labeling and Packaging
- d. After Sale Service, Warranty, Non warranty

V. Industry and Market Analysis

Generally focuses on company's product or service and target market(s). Often identified global trade flows and rational for research approach.

- a. Size of Market?
- b. What countries? Volume?
- c. Trends?
- d. Tariffs, Trade Barriers, Red Tape
- e. Special Considerations
- f. Export Licensing?

VI. Competitive Analysis

Overview of domestic and international competition.

- a. Price
- b. Features/Benefits vs. “Theirs”
- c. Distribution Channels
- d. Competition’s “Modus Operandi”

VII. Market Entry Strategy

Presents an overview of current strategy where applicable and presents options based on the company’s business model. Options are presented with special considerations where applicable.

- a. Go “Direct”
- b. Go “Indirect”
- c. Finding Trading Partners
- d. Agreements and Commissions

VIII. Target Markets

Presents in depth analysis of select markets based on criteria developed in consultation with the client and insights gathered during research.

IX. Schedule of Activities/Timetable

Provides a customized step by step guide to implementing the Export Marketing Plan.