

Appendix D: Sample Export Plan Template

Export Marketing Plan *Your Company Name*

Company

Goals

- Why is your company pursuing export markets?

Financial Resources

- How much is management willing to invest in export marketing efforts and other necessary preparations?

Non-financial Resources

- What foreign countries have inquired about your products?

Current Trends and Practices

- Is the trend in your company's inquiries and sales up or down?

Production Capacity

- What volume of additional product(s) can your company produce without impacting service to its existing domestic customers?

Target Market

Potential Markets

- Which countries presently import your type of product from the United States?

Market Assessments

- What are the demographics of the country like?

Your Target Market

- What does your assessment of potential markets tell you?

Product

Product Characteristics

- Does your company currently have a product it wants to export, or do you intend to develop a new product for export?

Product Packaging

- What do the regulations in your target market require on the labeling of your product?

Product Handling

- What special handling does your product require during shipping?

Pricing

Market Price

- What is the price range for your type of product in your target market?

Pricing Strategy

- Based on your unique qualities and characteristics of your product, what pricing strategy will convey the proper image for your product?

Unit Price

- Estimate the ideal market price.

Profit

- Determine if the product price is sufficient to cover costs and expect profit.

Market Entry

General Strategies

- How are you going to approach export marketing?

Promotional Strategies

- How will you need to modify your current promotional methods for your new foreign market?

Action Plan

Objectives

- What needs to change in your company to create optimal support of its export marketing efforts?

Tasks

- What do you need to do to accomplish each of your objectives?

Priorities

- In what order do you want, or need, to complete each of your objectives?

Resources

- Who in your company will be responsible for accomplishing or monitoring each task or set of tasks in your export marketing plan?

Schedule

- By what date do you plan to accomplish each of the tasks, or set of task, in your action plan?

Evaluation

- Periodically, check your results against your company goals.