

QSP Sample Application Format

Section I. Application Profile

a) Name and address:

b) Name of Chief Executive Officer (or designee):

c) Federal Tax Identification Number (TIN):

d) DUNS Number:

e) Type of organization (e.g., agricultural non-profit trade organization, agricultural cooperative, company, etc.):

f) Name, telephone number, fax number, and e-mail address of the primary contact person for this proposal:

g) A description of your organization and its membership (if applicable):

h) A description of your organization's prior export promotion experience:

i) A description of your organization's experience in implementing trade/technical assistance activities:

Section II. Market Analysis

a) Market name:

b) Describe your organization's assessment of this market:

c) Describe your organization's long-term strategy in this market:

d) Export value/volume and market share (historic and goals) of U.S. industry in this market for 2002-2007:

Year	Value (Dollars)	Volume (Units)	U.S. Market Share (%)
2002 (actual)			
2003 (actual)			
2004 (actual)			
2005 (estimate)			
2006 (goal)			
2007 (goal)			

Note: U.S. Market Share is derived from dollars OR volume in the appropriate units of measure, but NOT both. If value is used to calculate market share, the volume column should be blank, and vice versa.

Section III. Project Details

a) Project title:

b) Funding request:

c) A brief description of the specific market development trade constraint or opportunity to be addressed by the project:

d) Performance measures for the years 2006-2008 which will be used to measure the

effectiveness of the project:

e) A benchmark performance measure for 2005:

f) How viable are long term sales to this market?

g) The goals of the project, including the expected benefits to the represented industry:

h) A description of the activities planned to address the constraint, including how the sample will be used in the end-use performance trial, the attributes of the sample to be demonstrated and their end-use benefit, and details of the trade/technical servicing component associated with the sample (including who will provide and who will fund):

i) What is the importer's role in handling and processing the commodity sample?

j) A sample description (i.e., commodity, quantity, quality, type, and grade), including a justification for selecting a sample with such characteristics:

k) An itemized list of all estimated costs associated with the project for which reimbursement will be sought (e.g., commodity costs, freight, inspection and weighing, freight forwarding services, and document preparation fees):

l) Ports of export and delivery:

Section IV. Funding sources

Indicate all funding sources involved with this project, and the amount each entity will contribute to its implementation. This may include the organization that submitted the proposal, private

industry entities, host governments, foreign third parties, CCC, FAS, or other Federal agencies. Contributed resources may include cash, goods, and services.

Source	Contribution