

## Step 2 – Steady

### Develop an Export Plan

Here's a structured template for your export plan:

#### 1. Introduction

- **Company Profile:** Provide a brief overview of your company's history and core competencies.
- **Vision and Mission Statement:** Highlight your company's long-term goals and its purpose in the market.
- **Purpose of the Export Plan:** Clearly define why you are pursuing international markets and what you hope to achieve.
- **Short-and-Medium-Term Goals:** Outline specific goals you aim to accomplish within defined timeframes.
- **Exporting Objectives:** State your objectives for entering international markets and what you hope to achieve.

#### 2. Company Information

- **History:** Provide a brief history of your company, including its founding and significant milestones.
- **Organizational Structure:** Detail your company's ownership structure, management team, and staffing.
- **Operations:** Describe how your company operates and its key processes.
- **Customer Base:** Identify your current customer base and any relevant demographics.
- **Industry Served:** Specify the industry or industries your company operates in and its significance.

#### 3. Product or Service Description

- **Clear Description:** Provide a detailed description of your product or service, including its classification code for customs.
- **Manufacturing Process:** Explain how your product or service is manufactured or provided.
- **Unique Selling Points:** Highlight any unique features or benefits that set your product or service apart from competitors.
- **Competitive Advantages:** Identify your competitive advantages in the international market.
- **Product Adaptation:** Discuss any adaptations or redesigns needed for international markets.
- **Life Cycle:** Outline your product's life cycle and any strategies for extending or replacing it.
- **Future Products:** Mention any planned or potential future products or services.

#### 4. Identified Target Market Overview

- **Market Research:** Summarize your research findings for the target market.
- **Market Size:** Estimate the size of the target market and its growth potential.
- **Segments:** Identify market segments relevant to your product or service.

- **Customer Profile:** Describe your target customers and their characteristics.
- **Purchasing Process:** Explain how customers in the target market make purchasing decisions.
- **Buying Criteria:** Detail customers' criteria to evaluate products or services.
- **Industry Trends:** Highlight relevant trends affecting the target market.
- **Opportunities:** Identify current and emerging opportunities in the target market.
- **Barriers:** Discuss any tariff or non-tariff barriers to entry.
- **Outlook:** Provide an outlook for the short and medium-term target market.

## 5. Market Entry Strategy

- **Competitive Analysis:** Analyze competitors in the target market and their strengths and weaknesses.
- **Pricing Strategy:** Outline your pricing strategy for the target market.
- **Promotional Strategy:** Describe how you plan to promote your product or service in the target market.
- **Sales Strategy:** Explain your approach to selling your product or service.
- **Distribution Strategy:** Detail how you plan to distribute your product or service in the target market.

## 6. Logistics

- **Modes of Transportation:** Specify the modes of transportation you will use for exporting.
- **INCOTERMS:** Define the International Commercial Terms you will use for your transactions.
- **Insurance:** Discuss insurance coverage for your exports.
- **Documentation:** List the necessary export documents and how you will manage them.

## 7. Regulatory Requirements

- **Hiring Standards:** Address any hiring standards or regulations in the target market.
- **Health and Safety Regulations:** Explain compliance with health and safety regulations, especially in food-related industries.
- **Environmental Regulations:** Discuss compliance with environmental regulations in the target market.
- **Labeling and Packaging:** Describe your product or service's labeling and packaging requirements.
- **Regulatory Compliance:** Outline your strategy for ensuring regulatory compliance.
- **Inspections:** Detail any inspections required for your product or service.
- **Technical Standards:** Discuss compliance with technical standards in the target market.
- **Certification:** Identify any certifications required or desired for your product or service.
- **Customs and Tariffs:** Explain how you will handle customs procedures and tariffs.
- **Quotas and Import Restrictions:** Address any quotas or import restrictions affecting your product or service.

## 8. Risk Assessment

- **Market Analysis:** Assess market risks and opportunities.
- **Credit and Financing:** Discuss credit and financing arrangements for your exports.

- **Payment Mechanisms:** Detail payment mechanisms and procedures for international transactions.
- **Political Conditions:** Analyze political conditions in the target market and their potential impact.
- **Brand Protection:** Address strategies for protecting your brand, including patents and trademarks.

## 9. Financial Considerations

- **Revenue:** Project current and projected revenue from exports.
- **Cost of Goods Sold:** Estimate the goods sold for your exports.
- **Expenses:** List expenses and expenditures related to exporting.
- **Operating Budget:** Develop an operating budget for your export activities.
- **Forecasts:** Provide forecasts for sales, income, and cash flow.
- **Financing Strategy:** Detail any financing needed for your export activities and potential sources of financing.

## 10. Legal Considerations

- **Legal Systems:** Describe the legal systems relevant to your export activities.
- **Corporate Law:** Address corporate law considerations, including defining the proper contract law.
- **Taxation:** Discuss taxation issues related to exporting.
- **Intellectual Property:** Protect your intellectual property rights in the target market.
- **Product Liability:** Address product liability considerations in the target market.
- **Insurance:** Discuss insurance coverage for legal risks.
- **Payment and Finance:** Outline legal considerations for payment and finance in international transactions.
- **Contracts and Agreements:** Address legal requirements for contracts and agreements in the target market.
- **Dispute Resolution:** Detail procedures for resolving disputes in the target market.
- **Trade Law:** Discuss relevant trade laws, competition regulations, and antitrust laws.

This template should serve as a comprehensive guide for developing your export plan. Customize each section according to your company's specific circumstances and objectives.