

Export Business Plan Outline

Goal Setting

- Define long-term goals
- Define intermediate-term goals
- Define short-term goals

Purpose of Entering Exporting Business

- Identify purposes for your export business plan
- Define the overall purposes of your export business plan
- Identify specific goals aimed at overall purpose

Background

- Describe the background of your industry
- List sources of industry information
- Define role of businesses of similar size
- Describe background of your business

Methods of Exporting

- Identify advantages and disadvantages of direct and indirect exporting
- Decide on direct or indirect exporting methods

International Skills

- Identify key personnel
- Identify export assistance and service providers
- Identify areas of export related skills where you need assistance
- Determine how to address needed skill areas

Personnel

- Identify needed staff and resources
- Identify outside resources required
- Assign names of those responsible to job assignments
- Determine where to develop needed written policies

Products

- Identify products to be offered internationally
- Evaluate the products to be offered internationally
- Consider any possible adaptation to products for export

Targeting Markets and Customers

- Determine which markets offer the best prospects for export sales
- Determine estimated export sales levels
- Identify customers within your targeted markets
- Determine methods of distribution

Competitive Analysis

- Identify one major domestic competitor in each target market
- Compare your export business to that of the competition

Marketing Strategy

- Establish export pricing strategy
- Terms of sale and payment
- Determine promotional strategy
- Establish customer service responsibility for export

International Overhead Expenses

- Determine overhead costs for export activities (this includes all costs associated with export development over a given time frame, such as a calendar or fiscal year)

Financial Strategy

- Identify sources for international credit checks
- Determine flexibility in extending payment terms
- Establish sources of export financing

Break-even Analysis

- Itemize total sales, cost of goods, and gross margins
- Calculate gross margin in percentage of total sales
- Itemize total operating expenses
- Calculate break-even Sales Point

Timetable

- Identify key activities using measurable objectives
- Assign responsibility for each activity
- Determine time deadline milestones for achievement

Summary

- Verify completion of each export business plan step
- Identify your business plan audience
- Write a one-page summary

Although it might prove difficult or perhaps too early to provide solid answers for all these points of consideration all at once, it is certainly important to begin to develop an outline of what your companies intent is and support it on a daily basis.