

9 Headings for your Export Plan

1 Rationale

The benefits to your business of exporting and the potential of export for your business.

2 Objective

A SMART objective for the period of your plan.

3 Proposition

What will differentiate you overseas? What will make you a credible market entrant? How you will communicate your difference and credibility? Your pricing strategy? How you will protect your intellectual property overseas?

4 Target Markets

Your selected target market(s) and your reasons for selecting them.

5 Resource Plan

The resources you will require and how you will make them available.

6 Market Entry Plan

Your route to market and business model.

7 Partner Selection and Management Plan

Your requirements of an overseas partner and how you will identify them. Partner management strategy.

8 Financial Plan

Revenues, margins and overhead costs

9 Trading Considerations

Logistics management and getting paid

The following module offers a deeper insight into this topic:

Organising Your Ideas

Every time you complete a module on ExportSavvy it will automatically save and store your thinking and insert it into the relevant part of your Plan. The more modules you complete, the more your Plan will build.

If you are working in the 'Create Your Plan' area of ExportSavvy, the structured approach will take you step by step through your planning and deliver a plan to you organised under the headings listed here.