

APPENDIX C: EXPORT PLAN OUTLINE

- I. Executive Summary (one to two pages maximum)**
- II. Introduction: Identify reasons why your company should export.**
- III. Export Policy Commitment Statement**
- IV. Situation/Background Analysis**
 - A. Product
 - B. Operations
 - C. Personnel and Export Organization
 - D. Resources of the Firm
 - E. Industry Structure, Competition, and Demand
- V. Marketing Component**
 - A. Identification, Evaluation, and Selection of Target Markets
 - B. Product Selection and Pricing
 - C. Distribution Method
 - D. Terms and Conditions
 - E. International Organization and Procedures
 - F. Sales Goals: Profit and Loss Forecasts
- VI. Action Steps**
 - A. Countries Where Firm has Special Advantages
 - B. Primary Target Countries
 - C. Secondary Target Countries
 - D. Indirect Marketing Efforts
- VII. Export Budget**
 - A. Financial Statements: Projected Sales and Expenses
 - B. Long-term Financial Forecasts
 - C. Export Taxes
- VIII. Implementation Schedule**
 - A. Follow-up
 - B. Periodic Operational/Management Review: Measurement of Results Against a Plan
- IX. Addendum: Background Data on Target Countries and Markets**
 - A. Basic Market Statistics: Historical and Projected
 - B. Background Facts
 - C. Competitive environment