



Sample Outline for an Export Plan

Table of Contents

Executive Summary (one or two pages maximum)

Introduction: Why This Company Should Export

Part I - Export Policy Commitment Statement

Part II - Situation/Background Analysis

- Product or Service
- Operations
- Personnel and Export Organisation
- Resources of the Firm
- Industry Structure, Competition and Demand

Part III - Marketing Component

- Identifying, Evaluating and Selecting Target Markets
- Product Selection and Pricing
- Distribution Methods
- Terms and Conditions
- Internal Organisation and Procedures
- Sales Goals: Profit and Loss Forecasts

Part IV - Tactics: Action Steps

- Primary Target Countries
- Secondary Target Countries
- Indirect Marketing Efforts

Part V - Export Budget

- Pro Forma Financial Statements

Part VI - Implementation Schedule

- Follow-Up
- Periodic Operational and Management Review (Measuring Results against Plan)

Addenda: Background Data on Target Countries and Market

Basic Market Statistics: Historical and Projected
Background Facts
Competitive Environment

Source: *United States Department of Commerce; Western Economic Diversification Canada & Agriculture/Agriculture Canada*