

Insert your company logo and name here

Export Plan Template

Company background

Company name and trading name	
Overview of company	
Website	
Email address	
Location of other offices	

Products and Services

Description of product or service lines	
Adjustments needed for other markets (storage, packaging, life cycle issues etc)	
Features and benefits of product or services (USP) and relevance to overseas markets	



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Export Plan Template

Export Plans

Current export markets and distribution model	
New target markets	
Proposed strategy to enter new export markets and indicative costs (eg. Using an in-market consultant, tradeshow etc)	
Key success factors and potential risks	
Market entry requirements (registration, labelling requirements etc)	
Outline your engagement with support sources (eg, Austrade, TradeStart, NSW Trade & Investment Commissioners, Export Council of Australia)	