



DEVELOP AN EXPORT PLAN

An effective export plan is necessary in order to reach international markets – the key is knowing what to include and how to find the information you need. The following export plan template provides you with an outline of the most fundamental elements for your reference. As you begin drafting your export plan, complete each section with as much detail as possible, including various examples, diagrams and/or graphics where appropriate. Once you have completed the following sections and finalized drafting, your export plan will be complete and used as a roadmap to your market.

- 1. Introduction**
 - Company profile
 - Vision and mission statement
 - Purpose of the export plan
 - Short and medium term goals
 - Exporting objectives
- 2. Company Information**
 - History
 - Organizational structure - ownership, management and staffing
 - Operations
 - Customer base
 - Industry served
- 3. Product Description**
 - Clear description of product or service (know your product classification code for customs purposes)
 - Manufacturing process
 - Unique and key selling feature(s)
 - Competitive advantages
 - Product adaption and redesign for export
 - Life cycle – replacement/extension strategy
 - Future products
- 4. Identified Target Market Overview**
 - Market research
 - Size
 - Segments
 - Customer profile and characteristics
 - Purchasing process
 - Buying criteria
 - Industry trends
 - Current and emerging opportunities
 - Tariff and non-tariff barriers
- Outlook
- 5. Market Entry Strategy**
 - Competitive analysis
 - Pricing strategy
 - Promotional strategy
 - Sales strategy
 - Distribution strategy
- 6. Logistics**
 - Modes of transportation
 - INCOTERMS
 - Insurance
 - Documentation
- 7. Regulatory Requirements**
 - Hiring standards
 - Health and safety regulations – food testing and laboratories
 - Environmental regulations
 - Labeling requirements
 - Packaging requirements
 - Regulatory compliance requirements
 - Inspections
 - Technical standards
 - Certification required
 - Certifications desired
 - Customs and tariffs
 - Quotas and import restrictions
- 8. Risk Assessment**
 - Market analysis
 - Credit/financing arrangements
 - Payment mechanisms & procedures
 - Political conditions in export market
 - Brand protection (patents, trademarks)



9. Financial Considerations

- Current and projected revenue
- Cost of goods sold
- Expenses and expenditures
- Operating budget
- Forecasts – sales, income and cash flow
- Financing strategy – financing needed and sources

10. Legal Considerations

- Legal systems
- Corporate law – defining proper law
- Taxation
- Technology and e-Commerce
- Intellectual property protection
- Product liability
- Insurance
- Payment and finance
- Contracts and agreements
- Resolution of disputes
- Public trade, competition and antitrust law



BAHAMAS TRADE INFO



Note: Original text from the Exporter Toolkit from the Caribbean Export Development Agency (CEDA).
The content has been updated for the Bahamas Trade Information Portal with permission of CEDA.