This Export Plan template is a suggested working document for you and your business.

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| **Company overview and exporting status** | **Guidance notes** |
| **Company overview** |
| **Company name** |  |  |
| **Address** | Mailing |  |  |
| Registered (if different) |  | Only include your registered business address if different from the mailing address |
| **Telephone**  |  |  |
| **Website** |  |  |
| **Year established** |  |  |
| **Number of employees** |  |  |
| **Have you started trading?** | Yes / No | Circle one response |
| **Turnover for the last financial year?** | £ | Business turnover for the last financial year in GBP |
| **Business sectors**(tick all that apply) | Aerospace, defence and marine |  | What sector(s) is your company in? |
| Chemical sciences |  |
| Creative industries |  |
| Construction |  |
| Enabling technologies/ICT |  |
| Energy – low carbon/renewables |  |
| Energy - oil and gas |  |
| Food and drink |  |
| Further and higher education |  |
| Forest industries |  |
| Financial services |  |
| Life sciences |  |
| Tourism |  |
| Textiles |  |
| Other (please specify) |  |
| **Business type** | Sole traderPartnershipLimited companyOther | Circle one response |
| **Exporting status** |
| Export value proposition |  | What's your unique selling point?Why should international customers do business with you? What differentiates your business from your international competitors? |
| Does your company sell internationally (outside of the UK) already? | Yes / No | Circle one response |
| Does your company proactively seek to develop sales from international markets? | Yes / No | Circle one response.Yes - our company proactively targets and develops international customers**or** No - our company mainly gets unsolicited sales from international customers both directly and via our website |
| Which overseas countries/markets are you currently selling into? |  | List the top three countries you’re selling to now, in order of revenue |
| Does your company have new product(s) or plans to adapt existing products to access new markets in the next three years? | Yes / No | Circle one response |

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| **Export Plan details**  |
| **Set clear exporting objectives** |
| Briefly state your key export objectives over the next 12 months.Your objectives should Specific, Measurable, Attainable and Realistic in this period. |  |
| **Assess your company’s capability** |
| What are the implications for your business (e.g. money, management time, staffing, production, marketing)?What skills and resources do you have, and what further support might you need? |  |
| **Target markets** |
| Which international markets are you planning to target and why? |  |
| **Market research** |  |
| What questions do you need market research to answer? Consider how you will conduct this research. |  |
| What basic legal and IP issues do you need to consider? |  |
| Do you plan to visit your target markets or key (virtual) exhibitions and trade shows? If so, what preparations will you need to make? |  |
| What cultural and language aspects should you consider for your export markets? |  |

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| **Marketing and sales** |
| Outline what marketing methods you plan to use to raise awareness in your target market(s).What do you need to do to raise your international profile? |  |
| Do you cater for international customers on your website? Could you?Could you sell online internationally / use e-commerce to sell to overseas customers? |  |
| **Export operations** |
| What method of market entry or distribution channel do you plan to use and why? |  |
| **Export budget and pricing** |
| How will you set your export price for your product or service? Consider:* The pricing model you plan to use
* What INCOTERM you plan to use
* How you will address exchange rate issues
* What payment terms you are looking for
 |  |
| **Risk analysis** |
| What financial risks will you face in exporting and how do you plan to address these? |  |
| **Management and monitoring** |
| Who is responsible for managing your export development? |  |
| How and when will you review progress against your export plan? |  |
| **Forward planning** |
| What top three things are you going to do straightaway to move your export plan forward? |  |
| What are your long-term objectives for export development? |  |
| What are your next steps for each export market in year two? |  |