

Your business plan should be updated periodically to capture contemporary market conditions, as well as your organisational capability.

Understanding your business and product

What is the purpose of your business?

What is the vision and target of your business?

What is your motivation for exporting? Is exporting consistent with your business goals and objectives?

What are your short, medium and long-term goals?

Do you have the organisational capability for exporting? If not, what is required?

- Human resources: number, quality, skills, and experience
- Physical and material resources: machines, land, buildings etc
- Financial resources: money and credit
- Information resources: pool of knowledge, databases etc
- Intellectual resources: copyrights, designs, patents etc.

What are the competitive advantage(s) of your business and product?

What are the key features and benefits of your product and service?

SWOT analysis of your business

Strengths:	Weaknesses:
Opportunities:	Threats:

Choosing your export market

Which export market(s) are the most attractive to your business?

Are there tariffs for your product type and market location?

Does Australia currently have a Free Trade Agreement (FTA) with your target market?

Risk and challenges

What are the key risks and challenges of exporting your product or service to your target market? What will you do to mitigate these risks and challenges?

Financing

What are your funding options?

Licences and concessions

Does the product and/or service you are exporting require licensing?

Are there any concessions available?

Consumer

Consumer profiling:

- Who is buying your product?
- Why are consumers buying your product?
- Where are consumers buying your product from?
- How are consumers buying your product?

What are the demographic characteristics of your target market?

Which export markets have the right socio-demographic for your products?

Competitor(s) analysis

Who are your key market (local/regional/international) competitors?

Who are your direct, indirect and future key market competitors?

How clearly does your product differentiate itself from your competitors' products? What are the key differences and similarities?

Will you collaborate/cooperate with in-market competition?

SWOT analysis of your business

Strengths:	Weaknesses:
Opportunities:	Threats:

Market entry strategy

How do you plan to enter your new export market(s)?

Will you use an agent or distributor?

Are there any licensing requirements?

Brand positioning and marketing

Which brand(s) and product(s) and/or service(s) will you take internationally?

What is your brand positioning statement?

Will your marketing strategy include any of the following?

- Website
- Social media
- Brochures
- Video clips
- Flyers
- PR – local press
- Celebrity/expert endorsement
- Trade show stands etc.

What category (budget/middle/high end) is your product?

Freight and logistics

What is your export method?

- Shipping
- Airfreight
- Customs broker/freight forwarder

Do you require in-country storage and distribution?

Are there any licensing requirements?

Payment

What payment method will you use?

- Advance payment
- Open account
- Letter of credit
- Documentary collection

Insurance

Do you require insurance coverage? If so, what type?

Legal and IP protection

Do you understand the legal requirements of your target market and product? Do you have legal protection in place?

What is the IP framework to protect the IP rights of businesses and individuals in your target market?

What's the process for and cost of registering IP rights in your target country?

Resources

What Government and/or industry assistance is available to your business for exporting?

Pricing exports

What export pricing method will you use?

Pricing analysis

Export documentation

What documentation will you require to export?

- Commercial
- Transportation
- Finance and payment
- Insurance