

Business plan template

GLOBAL VICTORIA

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Here's a tip: your business plan should be updated periodically to capture contemporary market conditions, as well as your organisational capability.

Understanding your business and product

What's the purpose of your business?

What's the vision and target of your business?

What's your individual 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 you don't, do you know what's 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 advantages of your business and product?

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

Provide a SWOT analysis 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?

Risks 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're exporting require licensing?

Are there any concessions available?

Consumer

Consumer profiling

- ? Who's buying your product?
- ? Why are customers buying your product?
- ? Where are your customers buying your product from?
- ? How are your customers buying your product?

What are the demographic characteristics of your target market?

Which export market(s) have the right socio-demographic for your products?

Competitor analysis

Who is 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?

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
- ? Videos
- ? Flyers
- ? PR – local press
- ? Celebrity/expert endorsement
- ? Trade show stands/pavilions

What category (budget/middle/high-end) is your product or service offering?

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

What types of insurance do you have in place to protect your business?

- ? Export credit insurance
- ? Cargo insurance
- ? Political risk insurance
- ? Marine insurance
- ? Currency insurance
- ? Product liability insurance

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 market(s)?

Resources

What government or industry assistance is available to your business for exporting?

Pricing exports

What export pricing method will you be using?

Export documentation

What documentation will you require to export?

- ? Commercial
- ? Transportation
- ? Finance and payment
- ? Insurance

Notes

