Business Plan Template

# table of contents

## 

### Understanding your business product

### SWOT Analysis

### Choosing your export market

### Risks and challenges

### Financing

### Licences and concessions

### Consumer

### Competitor Analysis

### Market entry strategy

### Brand positioning and marketing

### Freight and logistics

### Payment

### Insurance

### Legal and IP protection

### Resources

### Pricing exports

### TIP ☝

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

## understanding your business product

1. What’s the purpose of your business?
2. What’s the vision and target of your business?
3. What’s your individual motivation for exporting?
4. What are your short, medium and long-term goals?

**Short-term:**

**Medium-term:**

**Long-term:**

1. Do you have the organisational capability for exporting? If you don’t, do you know what’s required?
   1. Human Resources ✈ number, quality and skills, and experience
   2. Physical and material resources ✈ machines, land, buildings etc
   3. Financial resources ✈ money and credit
   4. Information resources ✈ pool of knowledge, databases
   5. Intellectual resources ✈ copyrights, designs, patents etc
2. What are the key features and benefits of your product and service?
3. Provide a SWOT analysis of your business

|  |  |
| --- | --- |
| **STRENGHTS** | **WEAKNESSES** |
| **OPPORTUNITIES** | **THREATS** |

## CHOOSING your EXPORT MARKET

1. What export market(s) are the most attractive to your business?
2. Are there tariffs for your product and market location?
3. Does Australia currently have an FTA with your target market?

## risks and challenges

## 

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

## Financing

1. What are your funding options?

## Licences & concessions

1. Does the product or service you’re exporting require licencing?
2. Are there any concessions available?

## consumer

1. Who’s buying your product?
2. Why are customers buying your product?
3. Where are your customers buying your product from?
4. How are your customers buying your product?
5. What are the demographic characteristics of your target market?
6. Which export market(s) have the right socio-demographic for your products?

## competitor analysis

1. Who is your key market (local, regional, international) competitors?
2. Who are your direct, indirect and future key market competitors?
3. How clearly does your product differentiate itself from your competitors’ products? What are the key differences and similarities?
4. Will you collaborate/cooperate with in-market competition?

MARKET ENTRY STRATEGY

1. How do you plan to enter your new export market(s)?
2. Will you use an agent or distributor?
3. Are there any licensing requirements?

BRAND POSITIONING AND MARKETING

1. Which brand(s) and product(s) and/or service(s) will you take internationally?
2. What is your brand positioning statement?
3. Will your marketing strategy include any of the following?
   1. Website
   2. Social media
   3. Brochures
   4. Videos
   5. Flyers
   6. PR – local press
   7. Celebrity endorsement
   8. Trade show stands
4. What category (1. Budget 2. Middle 3. high-end) is your product or service offering?

FREIGHT AND LOGISTICS

1. What is your export method? (SHIPPING, AIRFREIGHT, CUSTOMS BROKER/FREIGHT FORWARDER)
2. Do you require in-country storage and distribution?
3. Are there any licensing requirements?

PAYMENT

1. What payment method(s) will you use?
   1. Advance payment
   2. Open account
   3. Letter of Credit
   4. Documentary collection

INSURANCE

1. What types of insurance do you have in place to protect your business?
   1. Export credit insurance
   2. Cargo insurance
   3. Political risk insurance
   4. Marine insurance
   5. Currency insurance
   6. Product liability insurance

LEGAL AND IP PROTECTION

1. Do you understand the legal requirements of your target market and product? Do you have legal protection in place?
2. What is the IP framework to protect the IP rights of businesses and individuals in your target market?
3. 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

1. What export pricing method will you be using?

EXPORT DOCUMENTATION

1. What documentation will you require to export?
   1. Commercial
   2. Transportation
   3. Finance and payment
   4. Insurance