



Pacific Trade Invest  
AUSTRALIA

# EXPORT BUSINESS PLAN

## A GUIDE FOR PACIFIC ISLAND BUSINESSES





# ALL BUSINESSES NEED AN EFFECTIVE BUSINESS PLAN TO OUTLINE DIRECTION, DEFINE GOALS, AND MANAGE POSSIBLE CHALLENGES ALONG THE WAY.

## WHY WRITE ONE?

A business plan sets out your strategy for the future. It can support an application for finance or grants, or it could just be a way for you to set the path you need to take to get your small business from where it is now, to where you want it to be. Writing your plan will save you both time and effort, and possibly money.

## KEYS TO WRITING A GREAT BUSINESS PLAN

- **Make it as succinct as possible.** Too much detail can make a business plan difficult to action. Focus on information the reader needs to know and leave the finer details for secondary more specific documents.
- **Make it a team effort.** Involve your team in the planning process to gain their valuable insights and input into the strategy.
- **Make it realistic.** Keep your business plan doable and accurate. Lenders and stakeholders can quickly identify plans with exaggerated prediction, ignored weaknesses or unfounded conclusions.
- **Make it professional.** Even if your plan is intended for internal use only, write it as if it will be viewed by outsiders. This includes style, structure, and spell-checking.

## KEY COMPONENTS OF AN EXPORT BUSINESS PLAN

- Description
- Forecast
- The market
- Products and services
- Risk management
- Forecast

# EXPORT PLAN TEMPLATE

USE THIS TEMPLATE AS A  
FRAMEWORK FOR DEVELOPING  
YOUR OWN EXPORT PLAN

## EXECUTIVE SUMMARY

This executive summary condenses the plan in a way that readers can quickly understand the larger body of material without having to read it all.

## INTRODUCTION

Outline the key topics the document will address, including why the company should export and the overall objective in entering overseas markets.

## DESCRIPTION

### Business Summary

Outline a very brief history of the business and its key factors of success. This should include successes in the domestic market that provide a solid foundation for exporting.

### Organisational Structure

Include a description of the human resources behind the company, including management and current staff. Detail what resources will be required for export growth, such as marketing specialists, sales staff, or additional production staff.

### Financial Resources

Detail the company's financial structure including current cash flow, costs, sales and marketing budget, and the sustainable economic plan to export. Highlight any major capital expenditure and provide both an up-to-date balance sheet and profit and loss account. Where necessary, explain the reasons for movements in profitability, working capital and cash flow and compare them with industry norms.

## THE MARKET

### Target Markets

Detail your target market and the reasons your products and services are a match for these demographics. Keep target markets precise and focused, as to avoid spreading your resources too thinly in the outset of exporting.

### Market Positioning in Target Markets

Describe your positioning for each of your target markets. Your market position in overseas markets may not be the same as in your domestic country, and may not even be the same in each export market. For example, a mass marketed product in your country may be high-end product overseas, due to additional costs such as import duties or market-driven trends.

### Competitor Analysis

Detail research of where your competitors sit in the market, compared to where your product or service will sit. Completing this section requires a great amount of research to adequately understand your competitors. Provide details of major competitors in each target market.

### Distribution Methods

Outline how you will get your product or service to the end customers in each target market. This may include your transport, export, and in-country distribution tactics.



## PRODUCTS AND SERVICES

### Summary of Products or Services for Export

Summarise the key features and benefits of your products or services that would make them appealing to potential export customers.

### Modifications to Products or Services for Export

Outline changes that will need to be made to your product or service for export markets. These could include packaging design or size, branding, labelling, design changes, or redesigning content.

### Production Capacity

Provide details of your additional production capacity that ensure you can deliver orders and potential influxes of sales. If you currently have low levels of surplus capacity, then address how you plan to increase capacity to meet potential sales growth.

### Pricing Strategy

Outline the prices of your products and services in different markets, including wholesale and retail arrangements. Address your pricing and how you will manage pricing under different circumstances, such as foreign currency fluctuations, competitor price drops, and seasonal costs.



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## RISK MANAGEMENT

### SWOT Analysis

Include an analysis of strengths, weaknesses, opportunities, and threats in your business. For example, your strengths may include your quality of product and management. The weaknesses may be lack of finance or dependency on a few customers. Opportunities may include growing demand, or competitors pivoting out of the market. Threats may include a downturn in the economy or the entrance of a new competitor.

### Risk Assessment

Review the qualitative and quantitative impact of possible risks to your business. This includes assessing the likelihood of the risk occurring versus the level impact it would have.

### Risk Response

Create an action plan that will mitigate risks if and when they occur. Outline the resources that have been set aside to cover the mitigation plan should it require actioning.

## FORECAST

### Financial Forecast

Your financial forecasts translate your planned export strategy and tactics into figures. Highlight any major capital expenditure that needs to be made in order to export, and explain any movements in profitability, working capital and cash flow and compare them with industry norms.

### Sales Goals

Give time frame and sales figures you are forecasting.

