

Export Plan Worksheet

11

U.S. Export Objective

To export _____ service to _____
(type of service) (target market)

with a _____ sales target within _____
(sales volume) (timeframe)

and a profit margin of _____ per cent by _____
(target date)

Rationale

Market opportunity: _____

Uniqueness to exploit: _____

Resources Needed (assess each area):

Staff ☐ adequate ☐ assign (_____) to exporting ☐ hire

Financing ☐ adequate ☐ increase line of credit ☐ obtain loan

Internal systems streamlining ☐ no need ☐ improve (_____)

Market Entry Strategies (check which ones you want to use):

- ☐ Media profile (which media?) ☐ Local presence (what type?)
- ☐ Canadian government assistance (what type?) ☐ Strategic partners (what type?)
- ☐ Promotional materials enhancement (what changes?)
- ☐ Acquiring licences (which states?)

Performance Evaluation

"Go"/"No Go" point: _____ Break-even date: _____

Sales targets at: 6 months _____ 18 months _____
12 months _____ 24 months _____

Initial Steps	Responsible Party	Deadline	Success Criterion
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____