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Charting Your Route: **Developing Your Export Plan**

Chapter 2 of the *Step-by-Step Guide to Exporting* covers procedures for creating an export plan. See page 3.

If you need advice about export financing early in your project, check with the Business Development Bank of Canada or Export Development Canada. They're described on page 18.

Trade commissioners in Canada also offer export preparation and planning assistance at no cost. See page 6.

Refining your business plan

Every business needs a solid business plan. Before embarking on an international venture, you must ensure that your domestic operations are running well. The following resources will assist you:

Canada Business Service Centres (CBSC)

With 13 main locations and 380 regional access partners, the CBSCs are your entry points to a wide range of business information and referrals on government services, programs and regulations. They also feature the online Business Start-Up Assistant that includes a section on creating a business plan. Go to www.cbsc.org.

BusinessGateway.ca

This portal provides a single online access point to government services and the information needed to start, run and develop a business. The site will help you refine your business plan and find resources to resolve business-related issues. The categories include: business start-up, taxes, regulations, business statistics and analysis, e-business, financing, human resources management, exporting/importing, innovation/R&D/technology and selling to government/tenders. Go to BusinessGateway.ca.

Developing your export plan

Once you've determined that your business at home is operating smoothly and you're ready to take on international markets, it's crucial that you develop a solid export plan to guide your efforts abroad. Here's how:

Interactive Export Planner

This online tool helps you create an export plan in substantial detail. Analyse prospective export markets, develop your market-entry strategy, prepare financial projections and complete your export plan. The Interactive Export Planner also has tips, definitions and sample plans. Access it at exportsource.ca/iep.