



# REVIEWING YOUR EXPORT PLAN



*An export plan is never cast in stone and it is never completed. It is subject to ongoing adjustment and revision to keep it current with the changing circumstances of your company. The plan is a feedback mechanism through which new information is incorporated into your operations.*

After you have completed your trial run, it is a good idea to review several features of your export plan and, if necessary, to revise it. The following questions will help you determine if your plan needs to be revised in certain areas.

## PRODUCT

- Should your product be modified in some way not anticipated initially?
- Do you need to strengthen your capability to provide training to use the product?
- Is it necessary to make better arrangements for providing after-sales service?

Successful companies learn from their mistakes. Review and revise your export plan to correct or improve any shortcomings in such areas as:

- ▶ shipping or documentation
- ▶ financing
- ▶ promotional approach
- ▶ pricing strategy
- ▶ partnership agreements
- ▶ distribution channels
- ▶ market information
- ▶ product or service modification

initial success, should you expand your effort within that country, or to other countries?

## INTERMEDIARIES

- If selling through intermediaries, are you happy with the performance of your agent/representative?

## PRICE

- Is your price competitive?
- Can you accept a reduced profit margin to achieve a more competitive price?
- Is it possible to actually raise the price and increase your profits?

## TARGET MARKET

- Are there any assumptions that you made about the market that have not materialized and what are the implications?
- Are there other markets that might be better suited to your product or service?
- If you have achieved some