TIP

The financial needs of your

your export plan. A financing

export venture will affect the complexity and length of

plan for a multiphase,

high-value project will be

more complex than for a \$10,000 transaction.

#### 4. Market overview

- market research
- political environment
- economic environment
- size of market
- key market segments
- · purchase process and buying criteria
- description of industry participants
- market share held by imports
- · tariff and non-tariff barriers
- industry trends and other market factors
- market outlook

### 5. Market entry strategy

- · target markets
- description of key competitors
- analysis of competitive position
- product positioning
- pricing strategy
- terms of sale
- distribution strategy
- promotion strategy/development of sales leads
- description of intermediaries and partners

## 6. Regulatory and logistical issues

- intellectual property protection
- other regulatory issues
- modes of transportation and cargo insurance
- trade documentation
- use of trade service providers

#### 7. Risk factors

- market risks
- · credit and currency risks
- · political and other risks

# 8. Implementation plan

- · key activities
- evaluation criteria and process

#### 9. Financial plan

- · revenues or sources of funding
- · cost of sales
- marketing and promotion costs
- other expenses or expenditures
- operating budget