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

TIP

The financial needs of your export venture will affect the complexity and length of your export plan. A financing plan for a multiphase, high-value project will be more complex than for a $10,000 transaction.

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