

# Export Strategic Plan

## Executive Summary

## Introduction

## Domestic Business Overview

Financial Resources

› Marketing Budget

› Cash Flow to Fund Orders

› Sustainability of Export Budget

## Staff

## Target Markets

## Market Positioning in Target Markets

## Competitor Analysis

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<u>Distribution Methods</u>
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<u>Sales Goals</u>
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<u>Products/Services for Export</u>
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<u>Changes to Product/Service Required for Export Markets</u>
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<u>Production Capacity</u>
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<u>Pricing Strategy</u>
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<u>Market Entry</u>
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<u>Promotional Strategy</u>
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<u>Action Plan</u>
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