

EXPORT MARKETING PLAN: TEMPLATE

1. **Introduction:** Outline the situation, the purpose and objectives of the marketing plan.
2. **Product/Service Analysis:** Highlight the USP of your product or service. A SWOT analysis may also be helpful.
3. **Market Analysis:** Outline the features of the target market, its opportunities and challenges. Identify the profile of your potential customer. A PESTLE analysis is recommended.
4. **Competitor Analysis:** Identify the competitors operating in the target market. Are they domestic or foreign? Analyse their share of market, their brands, prices and market positioning. Identify any source of new competitors.
5. **Objectives:** Clearly define your goals and objectives for your marketing plan. Indicate how much you wish to sell, what share of market you wish to capture and provide a tentative time-line to achieve your objectives.
6. **Market Strategy:** Clearly state your marketing strategy. How do you wish to enter the market? What will be your market positioning? How are you going to promote your product/service?
7. **Action Plan:** For every strategy defined at (6) above, outline clear target actions and designate responsibilities of who is going to do what and by when?
8. **Resource Allocation:** Define your budget and resource requirements to implement your action plan to achieve your objectives.
9. **Monitoring & Evaluation:** Develop clear monitoring and evaluation indicators and milestones to ensure that implementation is on time and targets are being achieved.