

# Export Marketing Plan (13 main subjects)

## Step 1: Export Audit

corporate objectives vs. export strategy

1. PMC - Product Market Combinations
  2. Marketingmix & sales results
  3. Competitive strategy and power  
USPs - CSFs in current markets
  4. Export needs & objectives;  
Organisational skills & capacity:  
current vs. needed for export
- CURRENT  
&  
HOME  
MARKETS!**

## Step 2: Target Market(s)

selection & in-depth analysis countries & segments

6. Market attractiveness
    - Business environment (PEST and Buyer Requirements)
    - Market size / export potential
    - Market structure
  7. Competitive power in target markets
    - Market access & buyer requirements
    - Benchmark competition
- TARGET  
MARKET!**

5. Strengths & Weaknesses (SW)

Core competencies & Action points (improve)

Market Attractiveness & Critical Success Factors

8. Opportunities & Threats (OT)

## Step 3: SWOT & growth strategy

9. Define Products – Markets – Sales proposition for export!!!

## Step 4: Export Project Plan

including key performance indicators!

10. Sales objectives / export targets
11. Market Entry Strategy (MES) and marketing mix
12. Financial feasibility / budget and forecast
13. Action Plan: EMP-actions points!!