

---

Export Catalyst

# Business Plan Template



An export business plan is important for defining your companies present status, internal goals, commitment and to measure results.

Where do you begin?

Use this guide to help your team implement your proposition.

## Your Details

---

Your Name

Your Business Name

Describe Your Business  
in One Sentence

## 1. Rationale

---

Reasons for Exporting

Barriers Recognised and Strategies

Risks Recognised and Strategies

## 2. Objectives

Specific

## Measurable

(Inc. financial)

## Achievable

i.e. the marketplace is there

## Realistic

i.e. we have the resources

## Time-bound

## 3. Proposition

---

- Customer Value
- Competitive Position
- Our Strengths and Weaknesses

Product

(Inc. IP Protection)

Price

Place

Promotion

People Processes

Physical Evidence

## 4. Target Markets

Our Ideal Market

- Ease of Access Criteria
- Market Potential Criteria

*(Research detail in Appendix 1)*

Current Markets

- Strategy and Rationale
- Objectives

## New Markets

- Strategy and Rationale
- Objectives

## 5. Resource Plan

---

### Delivery Resources

- Capacity
- Skills
- Working Capital

## Commercial Resources

- Capacity
- Skills
- Budget
- Working Capital

*(Working capital analyses [Appendix 2](#))*

*(Communication with overseas markets [Appendix 3](#))*

## 6. Route to Market/Business Model

Barriers we need to overcome and resources we need to tap into:

Chosen Route(s) to market

*(Full Analysis [Appendix 4](#))*

## 7. Partner Selection & Management Plan

---

### Partner Selection

- Key Partner Characteristics
- Key Contractual Requirements

*(Full analysis [Appendix 4](#))*

*(Due diligence on partners [Appendix 5](#))*

*(Our pitch to partners [Appendix 6](#))*

### Partner Management

*(Language and culture development [Appendix 7](#))*

*(Target agreement [Appendix 8](#))*

## 8. Financial Plan

---

Revenue

Direct Costs

Overheads

Cashflow

## 9. Trading Considerations

---

Preferred Terms of Trade

Payment Methods

Foreign Currency Management

## Appendix 1

### Market Research

- Current knowledge
- Required knowledge

## Appendix 2

### Working Capital

- Requirement
- Sources
- Cash flow management

## Appendix 3

### Business Communication

- Marketing communication
- Other

## Appendix 4

### Requirements from Commercial Agreements (Detail)

- Commercial considerations
- Local legal considerations

## Appendix 5

### Commercial Partners

- Questions to ask (due diligence)
- Expectations of commitment

## Appendix 6

### Commercial Partners

- Our pitch

## Appendix 7

### Cross-cultural skills development

## Appendix 8

### Our approach to partner management

### Our approach to target agreement

## Get in touch

We would be delighted to speak with you about any export questions you might have.

Please do get in touch to discover more.

### Contact us at:



[healthcare.uk@trade.gov.uk](mailto:healthcare.uk@trade.gov.uk)



[www.gov.uk/healthcareUK](http://www.gov.uk/healthcareUK)