

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

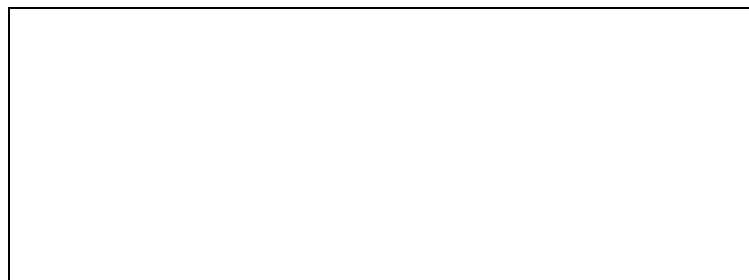


(Full Analysis [Appendix 4](#))

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 3

Business Communication

- Marketing communication
- Other

Appendix 5

Commercial Partners

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

Appendix 2

Working Capital

- Requirement
- Sources
- Cash flow management

Appendix 4

Requirements from Commercial Agreements (Detail)

- Commercial considerations
- Local legal considerations

Appendix 6

Commercial Partners

- Our pitch

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

 www.gov.uk/healthcareUK