



International Trade Development Business Plan Template

Adapt this template to your own requirements

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

Product (inc. IP protection)

Price

Place

Promotion

People

Processes

Physical Evidence

Customer value

Competitive position

Our strengths and weaknesses

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
- Resources we need to tap in to

Full analysis Appendix 4

- Chosen route(s) to market

7 Partner Selection and 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
- Cashflow 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