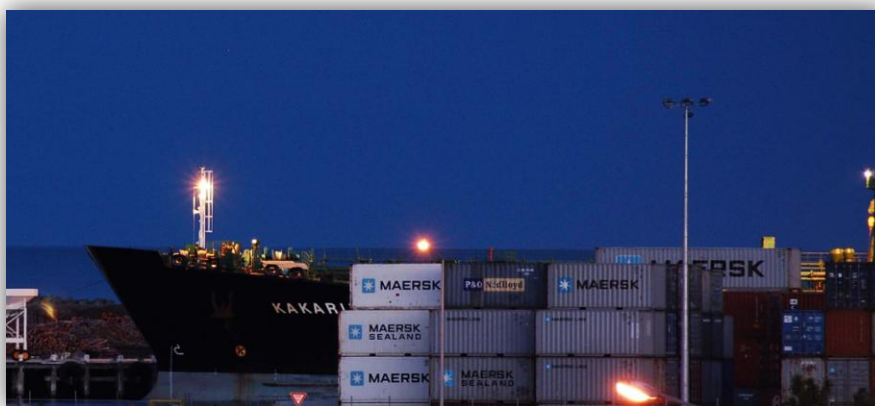


Export Marketing Plans and Export Advice



APPLIED SUPPORT SERVICES
MANAGEMENT CONSULTING



Export Marketing Plans and Export Advice

Applied Support Services can assist you with:

- Export feasibility studies.
- Export market reports.
- Export marketing plans.
- Export budgets.
- Sales forecasts.
- Trade finance enquiries.

Export marketing plan templates customised to your needs are supplied in Microsoft Word format and essential tables in Microsoft Excel format.

Export Market Feasibility

Before deciding to expand into new export markets your first step is to prepare a feasibility study. Questions you should ask yourself include “do I have the capacity to manufacture or supply to international markets?”; “what markets are available and who are my competitors in these markets?”; “what are the specific regulatory requirements of each market?”; “can I get my product to market on time and sell it at a profit?”; and “does my business have the financial capacity to expand into international markets?”. Your export market feasibility report should address:

- The market opportunity.
- The size of the market.
- Your distribution channels and sales strategies in the market.
- Special requirements including customs, warehousing, packaging/labelling.
- Cost of freight and insurance.
- The reaction of local competitors.
- Likely selling price and margin to your business.
- Banking and international financial arrangements.



Export Market Development Plan

Why Prepare an Export Plan?

Your export plan is an important reality check. Good quality, accurate information will help you make better business decisions. Decisions around your capability and capacity to export, likely barriers to market entry and the risks and rewards of the venture.

Once you have determined that it is feasible to export the next step is to prepare an export market development plan. For each of your target markets this will help you understand the likely benefits, potential risks and the mechanics of the exporting process. Your plan will include considerations such as budgets, costs and profitability. It will address issues such as barriers to market entry, product packaging and labeling and intellectual property protection. You will need to consider your market development strategy including market visits, trade fair attendance, promotion strategy, channels to market and distribution strategy.

Your plan should address the resources you will require to service your international customers. You will need to give attention to issues such as shipping, insurance and banking and international financial arrangements.

When you enter into discussions with banks and trade finance companies they will ask for your business plan.

The export plan differs from a business plan that focuses only on domestic markets. Your export plan will need to address issues that include:

- Barriers to market entry like tariffs, duties and local customs requirements.
- The local regime, including any legal issues relating to your product or service.
- Identifying channels to market.
- Appointment of local agents.
- Preparing distribution agreements.
- Labeling and packaging.
- The mechanics of sea freight and air cargo.
- Freight and customs documents.
- Banking and international financial arrangements.
- Insurance of international debt.
- Foreign exchange management.



Export Marketing Budgets

We are experienced helping companies prepare export budgets. Typically budgets include a schedule of costs for undertaking market visits and preparing marketing collateral like promotional materials or translating websites into local languages. Your budget may include the costs of attending, or exhibiting at, trade fairs, appointing in-market representatives, or legal advice for local distribution agreements. Other budgeting tools you may need include export sales forecasts and models of your trade cycles. You will need to prepare a summary of the full cost of exporting your product or service - including customs, freight, insurance, warehousing and international banking charges.

International Trade Finance

For a list of registered banks in New Zealand who provide international trade finance visit this page www.rbnz.govt.nz/nzbanks. For help preparing documentation for banks and trade finance suppliers contact us. For information on non-bank sources of trade finance contact us.

New Zealand Export Credit Office

The New Zealand Export Credit Office (NZECO) provides financial guarantee and trade credit insurance products for New Zealand exporters, banks and insurers. Our products help exporters and their banks manage risk and capitalise on trade opportunities around the globe, by enabling them to mitigate credit risk, secure export sales and access trade finance. As well as working directly with exporters, we work closely with commercial financiers in New Zealand and offshore to support and improve the competitiveness of New Zealand exporters. NZECO is currently located in the Treasury and obligations to third parties are guaranteed by the New Zealand government. Learn more about the Export Credit Office at www.nzeco.govt.nz



Useful Links:

The NZ Export Credit Office provides financial guarantee products for exporters and banks
www.nzeco.govt.nz
 For advice and assistance to exporters contact New Zealand Trade and Enterprise.
www.nzte.govt.nz
 For process, documentation and clearance information contact the New Zealand Customs Service
www.customs.govt.nz
 Customs Brokers and Freight Forwarders Federation of NZ www.cbaff.org.nz/index.html
 Alibaba global trade website. www.alibaba.com
 Global business information from *Fortune Magazine*, *The Economist Magazine*, *The Financial Times*.and *Reuters*.
 Google [global market finder](#).
 Export biosecurity information from MAF Biosecurity
 For country information visit the [CIA World Factbook](#)
 For country information visit [Wikipedia](#)
 For private banking and foreign exchange services visit [Collinson and Co](#)
 World Trade Organisation: International trade website www.wto.org

Business [templates](#).
 Government business planning advice.
 Help planning and managing [business projects](#).
 Excel [spreadsheets](#) and excel business models.
 Marketing strategy and [Marketing Plans](#).
 Market [research](#) and market analysis.
 Applied Support Services [home](#) page.

Our Experience

Applied Support Services has over 20 years experience helping companies prepare export plans and export market research. We have worked on export plans for South East Asia, China and Japan; the USA and Canada; Central and South America; West Africa; the UK and the EU; the Pacific; and the Gulf States. For export marketing advice [contact us](#).

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