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## **Sample Export Marketing Plan Outline**

**Instructions:** Prepare a sentence outline using the template below. A Sentence Outline is a workable blueprint of your final project (Export Marketing Plan) to be written. A sentence outline requires each heading and sub-heading to be written in complete sentences. It expresses the specific and complete idea that each section of the paper will cover. Your sentence outline should, if done thoroughly and carefully, represent almost a first draft of your research paper.

### ***Table of Contents***

**Executive Summary** (one or two pages maximum)

**Introduction:** Why Your Company Should Export

#### **Part I**

Export Policy Commitment Statement

#### **Part II**

Situation/Background Analysis

- Product or Service
- Operations Personnel
- Export Company Organization
- Resources of the Firm
- Competition
- Demand
- Market Consumption

#### **Part III**

Marketing Component

- Identifying, Evaluating, and Selecting Target Market
- Product Selection and Pricing
- Distribution Methods
- Terms and Conditions
- Sales Goals: Profit and Loss Forecasts

#### **Part IV**

Transportation & Logistics

- Export Documentation
- Customs Procedures
- Method of Shipping (Freight Forwarders, Shippers' Association, Express Carriers, etc.)
- Packing, labeling, documentation, and insurance requirements
- Tariffs & Import Fees

## **Part V**

### Export Budget

- Startup budget
- Pro Forma Financial Statements (Balance Sheet, Income Statement, Cash Flow Statement)

## **Part VI**

### Implementation Schedule

- Timeline of Activities, Deadlines, etc. (may be represented using a GANTT Chart or other Project Management Tool)
- Periodic Operational and Management Review (Measuring Results Against Plan)

## **Addenda**

### Background Data on Target Market

- Basic Market Statistics: Historical and Projected
- Background Facts
- Competitive Environment
- Consumption Data (imports, domestic production, etc.)

## **Appendix**

- Product pictures, Market Study, Sample Promotional Literature, Sample Lease Agreement, Sample Letters of Intent from Suppliers, Sample Letters of Credit, Major Assumptions Made in Preparing Plan, anything other relevant documents, etc.

## **Bibliography**

Scholarly Sources (at least 10)



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