

Export Market Plan

Green Export Enabler Program

The Customized Export Market Plan (EMP) is designed to provide GEEP clients with the rationale, direction and time frames for specific export actions. The EMP will draw on the market research in Step 4 to identify strategy, actions, and costs to effectively enter the China market, including product, pricing, distribution and promotion strategies. The CITD will use the template below to help each client develop its own EMP, taking into account the client's capabilities, potentials and budget.

I. Company Profile

Provide a concise description of the company to include type of business (manufacturer, other), products supplied, when established, current location, # employees, organization structure and key managers.

II. Current Export Status

- A. Current export activity (as % of total sales):
- B. Current export products and markets:
- C. Ability to meet commercially acceptable international product standards

III. Product Focus for Export

- A. Product 1: _____ Schedule B/HS# _____
 - 1. Product description & function:
 - 2. Target customers/users:
 - 3. Customary sales/distribution channels:
 - 4. Customer support requirements for export:
 - Warranty & replacement policies:
 - Installation & maintenance:
 - User training:
 - Replacements/spare parts stocking:
 - 5. Available supply for export (units per month):
_____ currently available for export
_____ to be available for export as of _____
- B. Product 2
Repeat for each product

IV. Current Export Resources, Functions & Requirements

- A. Export Budget (last 3 years):
3 years ago: \$ _____ 2 Year ago: \$ _____ Last Year: \$ _____
- B. Export Organization Structure & Reporting Hierarchy
Which unit has responsibility for the function; Where does it fit in the organization?
- C. Export Manager(s)/Sales Force
Who supervises the function; how experienced. How large and experienced is the staff?
- D. Export Functions Currently Performed (organization unit/persons assigned)
How regularly is this function performed; what is done; how and by whom is it used?
 - 1. Market research, analysis and planning:
 - 2. Export marketing and promotion:
 - 3. Order taking & processing:
 - 4. Export documentation:
 - 5. Export finance/insurance:
 - 6. Shipping & delivery:

V. Target Market Profile China/Hong Kong

[Environmental Technologies or Renewable Energy Products or Green Building Products]

- A. Market overview
- B. Demand trends
- C. End users
- D. Competitors (from domestic, U.S. and third country suppliers)
- E. Competitive factors (price, credit quality, brand, etc.)
- F. Import requirements and regulations (tariff & non-tariff barriers)
- G. Customary marketing & distribution practices
- H. Customary advertising & promotion methods/media
- I. Potential business contacts

VI. Market Entry Strategy

- A. First Year Export Sales Goal: \$_____
- B. Distribution strategy (use local reps, sell direct to users, license, invest, etc.)
- C. Delivery strategy (by sea/air, bulk, containers, packing, labeling etc.)
- D. Localization/adaptation strategy (need to adapt product, packaging, literature)
- E. Pricing/payment strategy (base price, INCOTERMS, discounts, payment terms/methods)
- F. Promotion Strategy (web-based, trade events, business trips, advertising)

VII. Market Development Action Plan (milestones/dates)

- A. Financing for export (working capital sources, if needed)
- B. Export Training (manuals, counseling, workshops)
- C. Market targeting research (research sources)
- D. Marketing and promotion (marketing collateral, campaigns, media, events)
- E. International matchmaking (partner searches, representation agreement)
- F. Market adaptation (of product, literature, packaging)

VIII. First Year Export Budget

- A. Financing for export: \$_____
- B. Export training: \$_____
- C. Market targeting research: \$_____
- D. Marketing and promotion: \$_____
- E. International matchmaking: \$_____
- F. Market adaptation: \$_____
- G. Total \$_____