
EXPORT MARKETING PLAN (EMP)

With the help of our consultant during and after his visit to your premises a SWOT analysis was made.

With that in hand you have worked your way through all aspects of export preparation and this enabled you to estimate the feasibility on the basis of which you have made your decisions. Numerous aspects of planning all your managerial instruments have been analysed and redesigned into effective tools for selling your products abroad. We had initiated you to think about your strategy. Put it on paper in a Market Entry Strategy (MES) and now it is time to bring them all together in an Export Marketing Plan (EMP).

That activity means fine-tuning to the market needs and to the capacity of your company. In this process of planning, the combining of marketing tools into the 'export marketing mix' will shape your selling power.

Your export performance will improve by systematically planning your activities before you embark on implementing them. You will put the planned activities on paper, assuring that all people involved in the implementation will know what to do and by which standards their performance will be judged. Your final document will facilitate a smooth internal communication.

As for the chronological sequence of the export preparation process, we use the step by step method.

Purpose, function and form of the EMP

Basically the Export Marketing Plan (EMP) should show everything you have to consider for your commercial operations abroad. Its purpose and function makes it one of the most important strategic and tactical documents in your company.

The purpose of the EMP is:

- To bring all relevant marketing instruments together in a mix;
- To give direction to your planned activities reaching an optimal effect as outlined in the objectives;
- To estimate the very moment results can be expected. To facilitate sound decision-making in a planned logical time sequence;
- To estimate the costs involved in order to make money available on time.

The function of the EMP is:

- To guide you through the different chronological activities;
- To inform all people internally involved about the objectives of the export operation;
- To give them specific directions to contribute to the export activities;
- To provide justification for the money that will be spent in the process, convincing the directors/owners of the company.

The form of the EMP is:

- The Export Marketing Plan should be made in a written form and be part of your corporate mission and strategy;
- It should be in line and conforming to your quality, social and environmental policy.
- The EMP should be short, but complete, and maximum 4 pages DIN A4. It is not a manual but a set of instructions backed up by logical analysis and considerations.

A brief outline for the Export Marketing Plan (EMP) follows hereafter:

Export Marketing Plan (EMP) Elements to be addressed:

1. Background information

- Description of the present corporate situation and performance projected to export ambitions, opportunities, threats, commercial and financial situation and ownership.
- Main activities in relation to quality, health/safety and environmental policy.
- Vision, mission statement derived from MES. (based on the Export Audit and SWOT analyses).
- Level of knowledge and information

2. Market research:

- Apply niche marketing (application marketing);
- Market size and characteristics definition;
- Identification of sales patterns, trends and developments;
- Connecting to the right sources continuously.

2.1 Customers;

- Numbers and locations;
- Value and volume
- Derived and hypothetical demand
- Customer profile, motivation for use and buying behaviour.

2.2 Competition;

- Competitive suppliers, product range/prices
- Possible product substitutes
- Comparison Strengths and Weaknesses vs. own products and performance.

3. Segmentation:

- Product selection as demanded from the market;
- Argumentation for targeting particular markets or segments.

3.1. Product selection;

- Specifications and qualifications;
- Technical details and standards;
- Quality assurance;
- Unique selling proposition / competitive advantage.

3.2. Market selection;

- Criteria for target markets;
- Criteria for market sector selection;
- Defining the distribution channels.

4. Objectives

To enter into export marketing you should follow well-balanced decisions. Capacity has to be made available for a longer period of time.

4.1. Marketing objectives;

- Targeting a certain percentage of the total sales volume of the company;
- Working on an increase of the market share;
- Product improvement, adaptation and innovation;
- Develop pricing policy;

4.2. Financial objectives:

- Production costs, lean manufacturing;
- Transport and distribution costs;
- Promotion costs relation
- Maintaining sufficient profit;
- Operational results, break even point detection;
- Profit contribution.

4.3. Organizational objectives:

- Operational feasibility projection; after one and after three years;
- Organizational measures, function descriptions;
- Professionalising the export department;
- Set up communication plan;
- Organise continuous training.

5. Means

- Marketing mix implementation to achieve the EMP's objectives;
- Which instruments to use, and how;
- Organisational support required;
- Availability of financial means (export budget)

5.1. Export product;

- Technical aspects, standardisation, regulations
- Quality standards and control procedures
- Performance standard to maintain;
- Packaging requirements;
- Terms of delivery;
- Pre and after sales services (design, stocking, repairs, training etc.)

5.2. Pricing;

- Bottom-up price calculation;
- Terms of payment acceptance;
- Insurance coverage;
- Currency aspects;
- Trade credit and discount policy.

5.3. Distribution:

- Trade partner selection criteria;
- Trade partner contract;
- Distribution and logistics;

5.4. Promotion;

- Exporters reputation;
- Selection of instruments;
- Professional presentation means.

6. Action plan

For the first operational year:

What specific activity from this EMP has to be carried out; when, by which member of the organisation and what costs. ('What, when, by whom, how much')

This is an Export Marketing Plan you are going to compose. Any such plan should be written in a way so that it can easily be adapted to changing circumstances