Use this practical export action plan as a task planner that will take you through the key steps to export success. Work through each section in conjunction with the ‘Toolkit for selling outside Jersey’ recording the tasks and timeframes you need to undertake so you have a detailed plan of what needs to be done to get you selling internationally.

The comments in the boxes are examples of what you need to do at each step. You need to add or amend these to suit your own business so long as you achieve the output identified in each section.

**Step 1: Getting Started**

**Objective**

To determine if and how selling outside Jersey will fit into your business model.

|  |  |
| --- | --- |
| **Start date** |  |
| **End date** |  |
| **By who** |  |

|  |  |
| --- | --- |
| **Tasks***Review business objectives**Review your products or services and operations**Outline a ‘Statement of Intent’ for selling outside Jersey* | **Detailed activities***Identify the products/services you can export**Consider if you have resources to do it**Identify who can do it* |
| **Method***Internal review of your business* | **Output****You decide whether or not to start selling outside Jersey.** |

**Step 2: Research**

**Objective**

To identify and rank prospective markets to which you may export.

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| --- | --- |
| **Start date** |  |
| **End date** |  |
| **By who** |  |

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| --- | --- |
| **Tasks***Decide on the criteria you’d like to see in an ideal market**Complete the ‘Country analysis’ template* | **Detailed activities***Think about the markets that fit one or more of your criteria**Undertake desktop research on your selected markets**Get detailed research to identify your top 3*  |
| **Method***Desk research**Commission research* *If possible, make an exploratory visit to your top target market* | **Output****You have identified and ranked your top 3 target markets outside Jersey.**  |

**Step 3: Developing a plan**

**Objective**

To incorporate international sales into the business’s long term strategy.

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| **Start date** |  |
| **End date** |  |
| **By who** |  |

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| **Tasks***Complete a SWOT of your current business**Set up a template business plan which you can add information to* *Identify your export KPI’s**Add timeframes to the action plan*  | **Detailed activities***Decide on the products you will export**Identify the individual(s) who will develop your exports and the plan* |
| **Method***Internal resources inputting into the plan* | **Output****You have a business plan and financial model that includes profitable non-Jersey sales.** *NB. You won’t complete this at this stage as it is a living document that you will add to as you work through the next stages.* |

**Step 4: Route to market**

**Objective**

To secure the most effective method to sell your product or service to the end customers in your target market.

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| **Start date** |  |
| **End date** |  |
| **By who** |  |

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| **Tasks***Understand the different options available* *Decide on the most appropriate route to market for your product or service**If appropriate, identify your partner* *If appropriate identify which employee(s) will deliver your service abroad* | **Detailed activity***Make a decision about the route to market**Decide on your preferred terms of trade**Research potential partners**Visit the partner**Conclude an appropriate agreement* |
| **Method***Research**Market visit**Professional advice on contracts* | **Output****You have set up or secured a partner to sell and deliver your product or service in market.** |

**Step 5: Marketing**

**Objective**

To have a marketing plan to promote your product/service in country.

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| **Start date** |  |
| **End date** |  |
| **By who** |  |

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| --- | --- |
| **Tasks***Develop a marketing plan for you target market**Allocate a budget for marketing**Decide, and if appropriate secure, in country specialist marketing support* | **Detailed activities***Review domestic marketing activity to see how replicable it is**Confirm brand positioning in the new market**Agree and produce marketing material for the new market**Consider any changes/additions required to online platforms* |
| **Method***Internal resource* *In-country partner support (especially if through agent, distributor or specialist)**Local marketing support* | **Output****You have a marketing strategy and budget to reach target audience in new overseas market.** |

**Step 6: Logistics**

**Objective**

To have a clear understanding of how your product will be produced and delivered to the new market.

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| **Start date** |  |
| **End date** |  |
| **By who** |  |

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| **Tasks***Confirm production can meet demand in a timely manner**Identify and confirm agreements with your preferred freight forwarder* | **Detailed activity** |
| **Method***Research* *Professional advice* *Internal operational capability*  | **Output****You have put in place a reliable and smooth process to produce and distribute products.** |

**Step 7: Payments and contracts**

**Objective**

To have a clear understanding of how you will get paid for your products/services.

|  |  |
| --- | --- |
| **Start date** |  |
| **End date** |  |
| **By who** |  |

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| --- | --- |
| **Tasks***Confirm payment terms**Identify the currency you will trade in**Identify additional financial issues you need to deal with, like insurance* | **Detailed activities***Speak to lawyer, accountant and other professional advisors to get documentation in place**Speak to your bank about international payments* |
| **Method***Internal or specialist advice and support* | **Output****You have documentation and a process in place to ensure you get paid.**  |

**Step 8: Customer Service**

**Objective**

Keeping your international customers happy.

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| **Start date** |  |
| **End date** |  |
| **By who** |  |

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| --- | --- |
| **Tasks***Set up the after-sales logistics for customer support**Set up a client feedback and complaints process* | **Detailed activity***Decide who is responsible for after-sales service and how it will be delivered**Understand how you will receive this information if it is handled in country* |
| **Method***Agency/distributor agreement**Direct client communication**Market visit* | **Output****You have an effective customer service process in place.** |