



EXPORT PLAN QUESTIONNAIRE



1. Which products are selected for export development, and what modifications, if any, must be made to adapt them for overseas markets?

2. Which country or countries are targeted for sales development?

3. Is an export license needed?

4. What are the basic customer profiles, and what marketing and distribution channels should be used to reach customers?

5. What special challenges pertain to each market (for example, competition, cultural differences, and import controls), and what strategy will be used to address them?

6. How will you determine your product's sales price for export?

7. What specific operational steps must be taken and when?

8. What will be the time frame for implementing each element of the plan?

9. What personnel and company resources will be dedicated to exporting?

10. What will be the cost in time and money for each element?

11. How will results be evaluated and used to modify the plan?