

Export Marketing Plan Presentation

Global Exporter Passport Programme (GEPP)



Presented by:
[Presenter's Name]

Business Name

15-Minute Presentation | 15-Minute Q&A Session

Company Overview

[Company Name] is poised to capitalize on a significant export opportunity in [Target Market Country] with our [Product/Service for Export].

Our comprehensive plan outlines a clear path to market entry, sustainable growth, and profitability, leveraging our unique strengths to meet the identified market demand.

Market Entry Strategy

We are positioned to leverage our company's unique strengths in [specific areas] to address the identified market needs in [Target Market Country].

Our approach combines [key strategies] to ensure a strong market entry while maintaining control over our brand and customer relationships.

Growth Potential

The [Target Market Country] market shows significant growth potential with [specific data points from DOC].

Our scalable business model and proven product success in domestic markets position us for sustainable growth and profitability.

Our Competitive Edge

- Unique Product/Service offering
- Strong Production Capacity
- Established Domestic Success

These strengths differentiate us from competitors and position us for success in the international market.

Our company is well-positioned for export due to several key strengths that differentiate us in the global marketplace.



Unique Product

Our innovative [eco-friendly packaging solutions] set us apart from competitors.

- Patented technology
- Sustainable materials
- Superior quality control



Production Capacity

Ability to scale production by 50% within 6 months to meet international demand.

- Flexible manufacturing
- Experienced workforce
- Strategic partnerships



Domestic Success

Proven track record of 10 years in the domestic market with a 20% annual growth rate.

- Strong brand recognition
- Customer loyalty
- Market expertise



Core Business

Manufacturing high-quality artisanal food products with a focus on sustainability.



International Readiness

Internal analysis confirms we have the necessary resources, expertise, and product offering for international markets.

Why Export Now?

Our internal analysis confirms we have the necessary resources, expertise, and a robust product offering that aligns with identified international market needs.



Unique Product/Service

Our innovative, eco-friendly packaging solutions fill a gap in the [Target Market Country] market.



Strong Production Capacity

Ability to scale production by 50% within 6 months to meet international demand.



Established Domestic Success

A proven track record of 10 years in the domestic market with a 20% annual growth rate.



Ready to Go International

With our core business established and internal analysis confirming our readiness, we are prepared to capitalize on the export opportunity in [Target Market Country] at this time.

Target Country

Our primary target market is [Chosen Country].

This selection is based on comprehensive market research and analysis of export opportunities.

Customer Segment

We will focus on [Specific Customer Segment].

This segment shows the highest potential for our product and aligns with our core business focus.

Market Research Justification

Market Size

The market for [product type] in [Chosen Country] is projected to reach [\$500 million] by [year].

Consumer Need

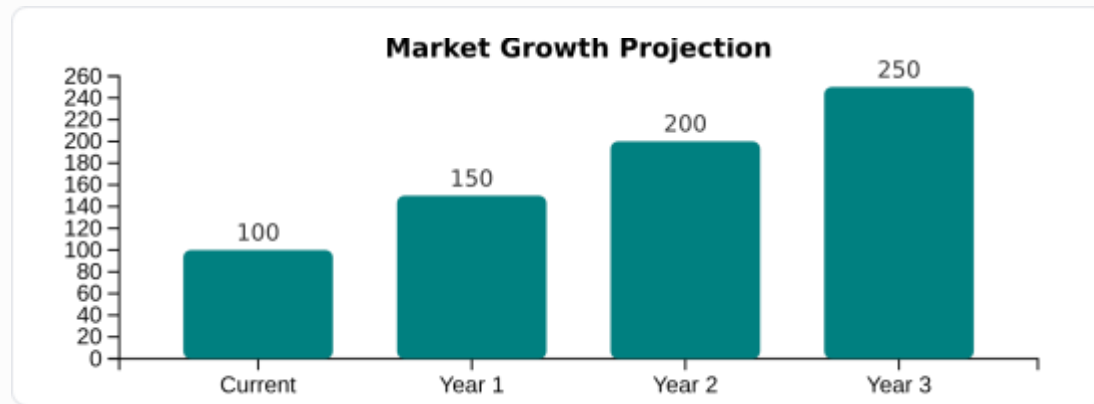
Strong demand for [specific need/preference] among the target segment, which our product directly addresses.

Logistics

Well-developed port and road network, facilitating efficient distribution to target markets.

Significant Market Size

The market for [product type] in [Chosen Country] is projected to reach **\$500 million** by [year].



Growing Consumer Need

Our research shows increasing demand among the target segment for convenient, healthy, and ethically sourced products that meet specific needs, creating a strong market opportunity.

Favorable Logistics Infrastructure

The target market possesses a well-developed port and road network, facilitating efficient distribution.



Port Access



Road Network



Distribution

Unique Selling Proposition

Our USP in [Target Market Country] is "[State USP]". This differentiates us from competitors.

VS

Local Competitors

- ➖ Lack sustainable certifications
- ➖ Higher prices
- ➖ Lack sustainable certifications
- ➖ Higher prices

International Competitors

- ➖ Lower quality
- ➖ Less local flavor adaptation
- ➖ Lower quality
- ➖ Less local flavor adaptation

Why We Stand Out

We offer products that meet quality standards while resonating with growing consumer preference for environmentally responsible brands.



Direct Exporting Approach

Our chosen market entry method is direct exporting via a local distributor in

- Optimal given our company's current resources and limited export experience
- Leverages distributor's established network and local market expertise
- Maintains reasonable control over brand and customer relationships

Distribution Channel Flow



Our product strategy involves specific adaptations to meet the target market's needs and preferences, ensuring successful market entry and consumer acceptance.



Packaging Size

- ✓ Introducing 500g unit in addition to 1kg unit
- ✓ Based on feedback indicating preference for smaller, more affordable trial sizes
- ✓ Reduced initial commitment for potential customers
- ✓ Reduced initial commitment for potential customers
- ✓ Reduced initial commitment for potential customers



Label Language

- ✓ Compliance with local regulations
- ✓ Improved consumer understanding of product features
- ✓ Compliance with local regulations
- ✓ Improved consumer understanding of product features



Product Feature

- ✓ Based on taste tests showing preference for a more robust flavor
- ✓ Meeting local taste preferences while maintaining product quality
- ✓ Based on taste tests showing preference for a more robust flavor
- ✓ Meeting local taste preferences while maintaining product quality

i *These adaptations are based on market research and consumer feedback to ensure optimal product acceptance in the target market.*

🎯 Pricing Objective

Primary Focus

Our primary pricing objective is **market penetration** to gain initial market share in [Target Market Country].

Strategy Highlights

- Competitive pricing to attract initial customers
- Value-focused approach to justify premium positioning
- Strategic pricing to build market presence



Ex Works - Price

USD 80/unit

EXW: Address

Incoterms® 2020



Final Quoted Price

USD 100/unit

FCA - Free Carrier: Address

Incoterms® 2020



Free Carrier

What is FCA?

Free Carrier designation indicating delivery to the port of Durban/terminal/warehouse.

Key Implications

- Seller covers costs until goods reach port
- Buyer responsible for shipping and insurance

To create awareness and generate leads in the first year, we will undertake the following key promotional activities:



Targeted Digital Advertising

- ✓ Running targeted ads on a local industry website
- ✓ Social media campaign aimed at importers and end-consumers
- ✓ Creating digital content to build brand awareness



Trade Show Participation

- ✓ Participating in a key local trade show
- ✓ Engaging directly with potential distributors and retailers
- ✓ Setting up an attractive booth to showcase our products




Introductory Discounts

- ✓ Offering introductory discounts for first-time distributors
- ✓ Incentivizing initial orders to build strong partnerships
- ✓ Creating promotional packages for new customers

Expected Outcomes:

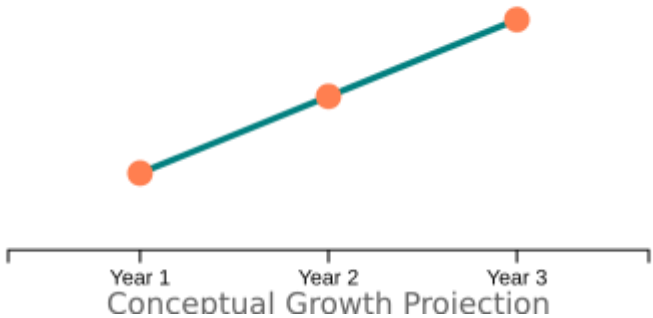
These activities are expected to generate initial market awareness, establish key partnerships, and create a foundation for long-term brand loyalty in the [Target Market Country].

3-Year Financial Projections

 This section outlines the expected financial outcomes and resources required for the export venture over a 3-year period.

Metric	Year 1 (Projected)	Year 2 (Projected)	Year 3 (Projected)
Projected Unit Sales	[Number]	[Number]	[Number]
Projected Revenue (in quote currency)	[Currency Amount]	[Currency Amount]	[Currency Amount]
Total Year 1 Export Budget	[Currency Amount]	N/A	N/A
Break-Even Point (Units)	[Number]	N/A	N/A

Sales Growth Projection



Key Financial Insights

- ✓ Sales forecast based on market size analysis and planned marketing efforts
- ✓ Break-even analysis indicates viability of export venture
- ✓ Year 1 budget encompasses all estimated costs including a contingency

Implementation Timeline

Key action steps for the first six months of our export initiative:



Finalize Distributor Agreement

Secure formal partnerships with local distributors in the target market.

 By End of Month 2



Complete Packaging Adaptations

Ensure all product packaging and labeling comply with local regulations.

 By End of Month 3



Launch Promotional Campaign

Initiate targeted digital marketing efforts to generate initial leads.

 By End of Month 4



Ship First Order

Successfully dispatch the initial export consignment to the target market.

 By End of Month 6



Key Success Factors

- ✓ Clear milestone ownership with regular progress reviews
- ✓ Contingency planning for potential delays
- ✓ Regular communication with all stakeholders

Key Performance Indicators

To ensure successful execution of our export plan, we'll track performance against these critical metrics:



Sales Volume

- ✓ Monitor monthly and quarterly unit sales
- ✓ Assess market acceptance
- ✓ Track growth trends



Customer Acquisition

- ✓ Track new distributors
- ✓ Monitor retailer partnerships
- ✓ Gauge market penetration



Budget Tracking




- ✓ Compare actual vs. budgeted spend
- ✓ Ensure financial discipline
- ✓ Identify budget deviations

These KPIs will be reviewed monthly to ensure our export plan stays on track for success.

Export Opportunity Summary

- Leveraging our unique [Your USP]
- Well-defined strategy for market entry
- Proven product adaptation approach
- Projected significant growth over 3 years

Investment Request

-  **Funding:** [Specific amount] for marketing & logistics
-  **Resources:** Distribution channels in target market
-  **Support:** Access to trade mission opportunities

Expected Returns on Investment



Revenue Growth

Projected [X]% growth over 3 years



Market Share

Anticipated [X]% market penetration



Sustainability

Long-term market presence & profitability



Thank You for Your Attention

We are confident in the viability and potential of this export initiative. We thank you for your time and attention.

We are now open to any questions you may have.



Q&A Session: 15 minutes



Contact Information



[Your Name]



[Your Title]



[Your Company]



[Your Email]



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