

Export plan template for Nigerian exporters

| Key element | Description |
|-------------------------------------|--|
| 1) Company profile | Provide a very brief history on your domestic business overview, sustainability of budget, human resources, export potential of your product and production capacity. This section should make it clear that your company is able to export and why. |
| 2) Key features of target market(s) | Outline your target markets and the key features that led you to choose them, try to keep to a few key markets. Do not spread your resources (both human and material) across many markets. Know the profile of your potential customer(s). |
| 3) Competitors' analysis | Know and analyse the relevant competitors operating in your target market, whether domestic or foreign. Study their market share, brands, prices and market positioning. |
| 4) Market entry strategy | Identify how your product or service will get to the end customers in your target market. Outline clearly your marketing strategy. This should also include whether you are planning to sell to wholesalers, retailers, distributors, or else. Do you want to make use of an agent, set up an office, or maybe enter into a joint venture? Outline these market entry strategy details here. |
| 5) Unique selling points | Highlight the USPs of your product / service (pricing, quality, before and after sales service, etc.) A SWOT analysis could help you in achieving this. |
| 6) Promotional strategy | Provide details of how you plan to promote your unique value proposition (what do you offer, what distinguishes your offer from competitors). This could include target market visits, promotional materials (flyers, catalogue, and more), social media presence, website, and more. |
| 7) Branding – if relevant | This involves the design, term, symbol, or unique features that identifies or distinguishes your product from others. Branding could specifically be interesting if you have specific certifications and/or niche market products. |
| 8) Logistical planning | Plan all details with respect to planning, implementing, and controlling the efficient flow and storage of goods, services, from the point of origin → the point of buyer delivery. |
| 9) Action plan | Outline clear target actions and designate responsibilities: what, who, when? It is advised that you make a table outlining the answers to these three questions. Also include risk / mitigating factors and budgets. |
| 10) Resources required | Clearly define your overall budget and resource requirements to successfully implement your action plan and achieve your objectives. |