



Take your business global with

# SBA's Export Business Planner

For Your Small Business



**SBA**



Using this Planner



Introduction to Exporting



Getting Started:  
Creating an Export Business Plan



Developing Your Marketing Plan



In its 10th  
anniversary  
edition

Training and Counseling

## Table of Contents

	Chapter 1. Using This Planner	00
	Chapter 2. Introduction to Exporting	00
	Chapter 3. Training and Counseling	00
	Chapter 4. Getting Started: Creating an Export Business Plan	00
	Chapter 5. Developing Your Marketing Plan	00
	Chapter 6. Financing Your Export Venture	00
	Chapter 7. Accounting Worksheets: Costing, Financial Forecasts	00
	Chapter 8. Licensing Technology for Successful Exporting	00
	Chapter 9. Your New Marketing Plan: Summary, Timeline and Checklist	00
	Chapter 10. Transportation and Documentation	00
	Resources	
	Glossary of Terms and Acronyms	
	List of Forms and Worksheets	
	Index	

# Export Business Planner

For Your Small Business



<b>I</b> Information	Your Chosen Markets: In-Depth Exploration	Your Industry in Global Markets	Determining Your Method of Exporting
	Marketing Your Product/Service	Practical Needs for Marketing Your Product	Defining Your Marketing Strategy
	Entering Foreign Markets	Identifying Customers Within Your Chosen Markets	Meet 600 Suppliers
<b>W</b> Worksheets	Market Factor Assessment	Market Factor Assessment	Identifying Practical Needs
	Identifying a Distributor or Agent	Identifying a Distributor or Agent	Defining Your Marketing Strategy
	Marketing Your Product/Service	Marketing Your Product/Service	Identifying Customers Within Your Chosen Markets

Once you have completed your complete export application and crafted an Export Plan (see Chapter 4), you are ready to proceed with developing your Marketing Plan. The Marketing Plan helps to prepare your business to enter the international marketplace. This chapter will help you through the process of creating your...

### Your Chosen Markets: In-Depth Exploration

# Everything you need is in one workbook

## 5 Developing Your Marketing Plan

**I Information** | Your Chosen Markets: In-Depth Exploration | Your Industry in Global Markets | Determining Your Method of Exporting

## 4 Getting Started: Creating an Export Business Plan

**I Information** | The Importance of Planning | Export Business: Profiting Your Current Business | Conduct an Industry Analysis | Identifying Products With Export Potential

Marketability | Determining Your Exporter Needs | Training and Counseling for Export Business | Getting Your Export Goals

**W Workbooks** | Market Expansion Programs | > Business Analysis | > Industry Analysis | > Products with Export Potential | > Identifying Products with Export Potential | > Your Business Plan

> Current Facilities and Structure | > Exporter Requirements | > Other Profitability Research | > Planning for Expansion | > Financing Your Export Business | > Exporter Resources

## 6 Financing Your Export Venture

**I Information** | Locating an SBA Lender | SBA Export Express | Export Working Capital Program (EWCP)

International Trade Loan Program | Export-Import Bank of the U.S.

**W Workbooks** | Financing Your Small Business Deal

Access video links, podcasts, websites and trade stats  
**one click away**



[www.sba.gov](http://www.sba.gov)



## Getting Started is Easy!

- Topical chapters guide you through the export planning process at your own pace. You can tackle several chapters at once, or work through them one at a time.
- As you work through the various chapters and their coordinating worksheets, you'll be developing and saving your custom Export Business Plan and Marketing Plan – right within the pages of this *Planner*.

Export planning entails a fair amount of research. But with the *Planner*, there's no need to remember and/or compile these resources yourself – they are all embedded in appropriate topical locations. As such, you are given a “head start” on conducting export research, as the step of finding the best sources of further information has already been done for you.

All you need to do is complete the worksheets and then save them—and your Export Business Plan will be underway!

## Key Steps: At-A-Glance

1. **Save** the *Planner* to your computer/desktop
2. **Start using** the *Planner*. Explore chapter Information and extensive resource links
3. **Complete and save** the worksheets
4. **Update the *Planner*** as often as you wish. It's yours to customize!

## Quick List of Features

- **Table of Contents** for an at-a-glance look at the process, with internal links to take you directly to your chapter of choice
- **Topical chapters** featuring background information and coordinated worksheets
- **Linked chapter heads** for easy navigation
  - *Information*: Links to topics within the chapter
  - *Worksheets*: Links to customization worksheets
- **Direct links** to web resources, training podcasts, small business videos, and more
- **Glossary of Terms**: putting you “in the know” for common export terminology
- **Index**: making it easy to reference key information on the fly

# Export Business Planner

For Your Small Business



A downloadable tool to save and customers

- How to determine your export readiness
- Finding and planning distribution
- Understanding global market research
- Financing, insurance and pricing
- Documenting export and import contracts

# DOWNLOAD

it once, use it forever



**SAVE** your plan  
**UPDATE** anytime

