



# EXPORT DEVELOPMENT PLANNING

If you're looking to expand your existing business, exporting can be a great option for diversifying your customer base and tapping into other markets.

Even if your business is just starting out, if you think exporting will be part of your future direction, it's essential that you develop an export strategy. An export plan is your guideline for the development of your international business. It should consist of the identification of markets, goals, activities, proposed ways of achieving objectives, required resources and expected results. Developing an export plan involves performing a variety of tasks including conducting market research, creating a marketing plan, deciding on market entry methods, planning day-to-day operations and potential expansion activities, addressing the issues of export financing and insurance and setting targets and timelines. Export plans will vary from company to company, country to country and possibly product to product. They are meant to be living, customizable plans.

As a critical success factor for companies engaged in export activities, WEDC is focused on assisting and supporting those companies that seek to develop the necessary internal competencies to export, have the requisite management commitment and incorporate export development planning into their overall corporate strategy. In doing so, WEDC provides various tools and resources to new-to-export Wisconsin companies seeking to develop and expand their export market opportunities:

## **EXPORTECH™ - EXPORT ACCELERATION PROCESS FOR ACHIEVING PROFITABLE GROWTH**

It is a proven export strategy development program designed to speed a company's 'go to market' timeline by developing a customized international growth plan for the company's product in key markets. The program provides a unique focus on CEO/top management success factors and aims to provide companies with early export success by helping the firm move quickly beyond planning to actual export sales at a reduced risk. Each program takes place over a three month period.

## **GLOBAL BUSINESS DEVELOPMENT PROGRAM – EXPORT DEVELOPMENT GRANT**

This grant is designed to help small-medium sized companies become export-ready and to better assist them in developing the internal competence to enter and expand into global markets.

## **SMALL BUSINESS ADMINISTRATION – EXPORT BUSINESS PLANNER**

The Export Business Planner is a free, customizable tool for small business owners who are exploring exporting. Using the planner, you can work through the critical processes of export readiness and planning via a ready-made, easily accessible document that can be updated and referenced time and again as your export business grows.

Systematic market planning is essential to exporting and can be instrumental in avoiding costly mistakes. As the old adage goes, unsuccessful companies don't "plan to fail, they fail to plan."

For more information, please contact Brad Schneider, Export Development Manager at [brad.schneider@wedc.org](mailto:brad.schneider@wedc.org) or 608-210-6890.

