**EXPORT STRATEGY TEMPLATE**

*This template was developed by the Investment Development Authority of Lebanon to support exporters in Lebanon in drafting a viable export strategy that will help them conquer new markets and expand their businesses.*

*Exporters can use this template as a guide and tailor it to their own company’s needs and activities. In case assistance is needed, exporters can seek independent professional advice from the various Business Support Organizations available in Lebanon found under this link:*

**COMPANY INFORMATION**

|  |  |
| --- | --- |
| **Company Name** |  |
| **Date of Establishment** |  |
| **Main Address** |  |
| **Telephone** |  |
| **Fax** |  |
| **Website** |  |
| **E-mail** |  |
| **Type of Company** |  |
| **Issued Capital** |  |
| **Trade Registration Number**  *(at the Ministry of Justice)* |  |
| **Chamber of Commerce Registration Number** |  |
| **Tax Registration Number**  (*at the Ministry of Finance)* |  |
| **Company Executive Contact Details** |  |

**INTRODUCTION**

Under this section, the objectives for exporting should be clearly outlined to understand main motive to penetrate foreign markets. Do you want to export to reduce volatility and dependency on local market sales? To lower unit costs? Increasing production volumes? Improving brand image?

In addition, the short term (0-12 months) and long term (3-5 years) export goals should be outlined here.

1. **COMPANY OVERVIEW**

In this section, you should summarize your company’s history and identify the main success factors in the domestic market.

1. **TARGETED MARKETS**
   1. **OVERVIEW**

Provide for each target market a brief on their economic performance (GDP Growth), GDP Per Capita, population and growth forecasts, and other key socio-economic trends that are driving growth and opportunity in each market.

* 1. **EXPORT REQUIREMENTS**

For each target country, provide information on their required standards, certifications, labeling and packaging requirements, registration, barcodes and tracking...specific for the product or service intended to be exported.

* 1. **MARKET ENTRY STRATEGY**

Provide overview of the product or service that will be exported and the modifications or adaptations that will be applied to the existing product or service to enter each new market (based on the export requirements of the target market).

In addition, you should explain how you will get your product or service to your customer: will you sell to wholesale or retail? Use a partner such as agent or distributor? or set up a representative office or branch there? Or enter into a joint-venture?

* 1. **CUSTOMER AND MARKET PROFILES**

Outline your market segments in each of your chosen market and a brief strategy on how you will reach them.

* 1. **COMPETITOR ANALYSIS**

Provide overview on the main competitor’s strengths and weaknesses in each target market and how you plan to compete against them.

* 1. **PRICING STRATEGY**

Provide overview on your selected pricing strategy in each target market and how you plan to mitigate risks related to exchange rate fluctuations, competitor price drops…

* 1. **SALES AND MARKETING**

Explain your marketing strategy and the tools you will use to reach your sales targets such as trade events, social media advertising, point of sale, in-store promotion, after-sales service activities…in addition provide estimate on your marketing budget for each target country for at least the first two years.

* 1. **REQUIRED RESOURCES**

Outline here how many additional employees you will need to reach your target markets and what kind of skills you will need to help you achieve your export strategy. Also, explain the needed investments in new business systems to support you in your expansion projects (accounting systems, Tax systems, customer relations, marketing systems…)

1. **FINANCIAL FORECASTING**

Provide a financial analysis for at least a 5-year period showing cost of sales, working capital, cash flow forecast, return on investment for your overall export plan...