

## Export Plan

### Objective

Singapore businesses looking to internationalize and expand their market beyond Singapore would need to consider the export plan critically in order to stay viable and profitable. The 1-day course will introduce participants the current export climate and understand the importance of export plan in achieving success in international trade.

### Who will Benefit?

- Organizations looking for growth/ passionate about internationalization
- Small and medium business owners and entrepreneurs seeking business success through growing a new overseas market
- Anyone interested in exporting their products in a new overseas market.

EXPORT PLAN MODULE		
<b>Introduction</b>	9.00 – 9.15 am	<ul style="list-style-type: none"> <li>• Introduction and quick overview of the program</li> <li>• Introduction by each participant on their business, and a sharing of what challenges they face in exporting their products and services, and what they hope to gain from the workshop</li> </ul>
<b>Why You Need An Export Plan – Case Studies of Export Successes &amp; Failures</b>	9.15 - 10.15 am	<p>This session puts into perspective why many exporters take a longer time than usual to break into a new market, and how a well thought out export plan could save them time and money as they grow their business overseas.</p> <p>The presentation will focus on highlighting a few case studies of export successes and failures, so that the participants can understand why some of the topics covered during the workshop are practically important.</p>
Coffee break	10.15 - 10.30 am	
How To Develop An Export Plan To Grow Your Business Overseas	10.30 – 12.30pm	<p>We will begin this session by giving participants an overview of the internationalization process and the different approaches that can be taken by companies to expand their presence overseas. We will discuss the advantages and disadvantages of going at it alone vs with a partner, and also advise on e-commerce options and strategies.</p> <p>Each participant will then be asked to fill up a SWOT analysis template to determine the internal and external factors that could impact their company's future export performance:</p> <ul style="list-style-type: none"> <li>• Internal factors: Have they developed a strategy &amp; business plan; are they organizationally ready to venture overseas; do they have an exportable product or service?</li> <li>• External factors: Do they have a deep understanding of how and why they have selected their targeted markets; do they understand local market trends and the competitive situation?</li> </ul> <p>Once they have completed their analysis, the trainer will ask the participants questions to illustrate the importance of a why a SWOT analysis should be done to determine a company's export readiness.</p> <p>Each participant will then be asked to fill up templates to further audit their internal readiness in terms of their:</p> <ul style="list-style-type: none"> <li>• Management strategy</li> <li>• Marketing and outreach plan</li> </ul>

		<ul style="list-style-type: none"> <li>• Product readiness and pricing strategy</li> <li>• Manpower and financial resources</li> <li>• Customer and customer acquisition strategy</li> </ul> <p>As each participant fills up the different worksheets that cover this audit, the trainer will ask probing questions and offer examples to help the participants better understand what they need to consider internally as part of their overall export plan.</p>
Lunch break	12.30 - 1.30 pm	
Export Plan – What Information Do You Need?	1.30 - 3.30 pm	<p>We will kick-off this session by discussing some specific options companies can use to determine a target market, incorporating factors like HS codes, analysis of import data, competitor trends etc., and provide some real cases as examples. Each company will then fill a template that will allow them to search and plug in information very specific to their own company. Participants will be asked to do some basic internet research to identify any 3 target markets that they are interested in, and compare them in terms of:</p> <ul style="list-style-type: none"> <li>• Ease of doing business ranking</li> <li>• GDP growth</li> <li>• Presence of key competitors</li> <li>• Macro-economic stability</li> <li>• Business environment, e.g. corruption, political stability</li> <li>• Market access, e.g. infrastructure, Internet penetration, retail landscape</li> <li>• Regulatory landscape</li> <li>• Population and Income levels</li> <li>• Consumer lifestyles</li> </ul> <p>Aside from macroeconomic data, what other key information does a company need to have before it targets a new market, and why? In this session, we will discuss what a company should be researching about, and cite specific examples from our past experience to explain why certain level of market research is critical to a company's success. We will then discuss how companies can gather certain specific information such as:</p> <ul style="list-style-type: none"> <li>• Tariffs</li> <li>• Distribution Channels</li> <li>• How to do business in that market</li> <li>• Sector analysis</li> </ul> <p>We will share various websites that companies can use to research important official information such as HS codes and import data; government regulations; legal, customs and taxation requirements; exports terms of sales; socio-economic indicators, etc. Participants will then be asked to use the techniques provided to determine which markets they would like to target for their own company</p>
Coffee break	3.30 - 3.45 pm	
Export Plan – Profiling Buyers or Partners	3.45 - 5.00 pm	<p>The last session kick-offs by asking the participants this question: who are their customers in an export market? Each participant will then be asked to develop the ideal profile of their:</p> <ul style="list-style-type: none"> <li>• End customer</li> <li>• Agent / distributor (rep)</li> </ul> <p>We will cite examples of how detailed a rep profile should be and provide each participant with a template that they can use to profile their own rep. We will then show how companies can identify relevant rep and end buyer contacts for their business outside of traditional channels like trade shows</p>

**About the Trainer:**

Mr Sarath Menon, founded Orissa International, an international trade consulting firm providing business advisory services to government economic development agencies and companies seeking to increase their exports to Southeast Asia, and investment promotion agencies that want to attract investment from this region into North America and Europe. He was one of the leading trainers commissioned by Enterprise Singapore to help Singapore companies to learn the ropes of pursuing a new overseas market.

**About Ngee Ann Polytechnic, CET Academy**

Established in 1985, the Continuing Education & Training (CET) Academy is the driving force behind Ngee Ann Polytechnic's efforts to offer adult education and training. We have helped more than 25,000 working adults to learn new skills, stay relevant and remain employable in today's global economy.