



**S MASSIE**  
CONSULTING LLC  
EXPORT COMPLIANCE & TRAINING



# Creating an Export Plan

*A solid export plan is the first step  
to international business success!*

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**Creating a comprehensive export plan is crucial for businesses looking to navigate the complexities of international trade successfully.**

**Whether you're in aerospace, manufacturing, or another export-driven industry, a solid plan helps you identify market opportunities, ensure regulatory compliance, and mitigate risks associated with cross-border operations.**

**The S Massie Consulting Export Plan Checklist offers a clear, actionable framework to guide your business from preparation to execution, ensuring you're equipped with the tools and knowledge to expand globally with confidence.**

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# Export Plan



## Tips

- **Keep it simple**
- **Make a flexible management tool, not a static document**
- **A detailed plan is recommended for companies that intend to export directly**

## Basic Steps

- **Identify the product or service to be exported and check its export potential**
- **Conduct market research on the countries of interest**
- **Decide on a pricing strategy for the product or service**
- **Define a strategy to find buyers**
- **Plan out needed resources and projected timeline**



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# Creating an Export Plan Checklist



## PRODUCT

### Evaluate:

- Export Potential
- Product Design Adjustments
- Required Registrations & Licensing
- Classification Requirements
- Right to Sell
- IP Protection

## MARKET ENTRY

- Customer Profile
- Entry Options
- Marketing
- Assistance Needs

## COMPLIANCE

- Product Jurisdiction
- Product Classification
- Is an Export License Required?
- Documentation
- Penalties
- Export Compliance Program

## SPECIAL CHALLENGES

- Competition
- Cultural Differences
- Import and Export Controls

## MARKET CHOICE

- Similar Markets
- Compare to Competition
- Export statistics for similar products
- Big trade shows, who attends?
- Economic, Political and Language Considerations

## FINANCIAL

- Currency Risk
- IP Protections & Product Registrations
- Resources
- Insurance
- Pricing Strategy
- Ways to get Paid



# Creating an Export Plan Checklist



## MANAGEMENT

- Support
- Dedicated Resources
- Realistic Expectations

## IMPLEMENTATION & TIMELINE

- Steps
- Each Element
- Evaluation

## PERSONNEL

- Dedicated Personnel
- In-house International Expertise
- Senior Management Involvement
- Organizational Structure
- Follow Through

## EDUCATION & ASSISTANCE

- Webinars
- Freight Forwarders
- Export Consultants
- Agencies, such as:
  - State Department of Commerce
  - US Commercial Services
  - Small Business Development Centers
  - Women's Business Center

## PRODUCTION CAPACITY

- Present Capacity Usage
- Effects of Export Orders on Domestic Sales
- Cost of Additional Production
- Fluctuations in Annual Workload
- Minimum Order Quantities
- Design and Packaging Export Products

## EVALUATION

- Schedule Future Evaluation
- Plan for Modification



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## Create Your Plan

Your journey to export success starts with preparation and the right guidance. With decades of experience and a deep understanding of export compliance, S Massie Consulting empowers businesses to build and implement export plans that drive growth while adhering to critical regulations. Get started with this Export Plan Checklist today and take the first step toward unlocking new opportunities in the global market.

### Schedule a Complementary Consultation

Book a 30-minute session with our export compliance experts to discuss your goals and receive tailored advice to jumpstart the export compliance program for your export journey.

30-Mins Free!



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