

Developing a sound business plan for export



“Developing a sound export strategy helps you define your export aims and match your resources to those aims.”

An export strategy is an essential component of your business plan. Keep it simple, but make sure everyone in the company involved in achieving export results is aware of the plan and has a sense of engagement with it.

Why have an export strategy?

Developing a sound export strategy helps you define your export aims and match your resources to those aims. Your export strategy will help you manage the market sectors you have identified as core business. Focusing your resources enables you to provide quality responses and service to your new export customers.

A well-developed export strategy will help in dealing with a range of service providers. It singles you out as a company that has well-developed, realistic goals and programs designed to achieve them.

Incorporating exports in your business plan

An export strategy must be integrated with your company's overall business plan. Align export activities with daily operations and avoid any conflicts between your domestic and international activities.

Understand the areas where you have a strong competitive advantage. These areas may include your technology, your staff or business systems. Determine how best to use them to achieve your export goals. Also identify any weaknesses.

What are the key elements of an export strategy?

Bring your key export goals into sharp focus – so you know exactly where to aim your efforts. Particular aims could include reducing seasonal demand swings, reducing fixed costs, fully realising production capacity, accessing new technology, consolidating your international reputation or matching the performance of your domestic competitors who are already selling offshore. There are excellent export planning tools available online – see the list of websites below.

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Use some simple scenarios

Assess the outlook for your business in the Australian market. What are the constraints on your export growth? Apply three simple scenarios from low growth and intense competition to a high growth situation. Prepare yourself for a range of marketing contingencies to help assure yourself of your company's ability to meet varying levels of resource commitment and market demand.

It's not complex

The best export strategy is concise and simple. It involves on-going discipline to assess why your company should export and how you will achieve your goals. Make sure your objectives are clear and that all staff involved in export contribute to the strategy.

About BDO Kendalls

BDO Kendalls is the fifth largest professional services network in the world with around 31,500 people in 626 offices in 110 countries.

With over 140 partners and directors and over 1200 staff based in all Australian States and Territories, we offer a wide range of business and advisory services including Audit & Assurance, Business Recovery & Insolvency, Consulting, Corporate Finance, Corporate & International Tax, Forensic Services, Private & Entrepreneurial Clients, and Risk Advisory Services. These services are provided to individuals, large companies and small to medium growth-focused enterprises across a broad range of industry sectors, as well as the public sector at Federal, State and Local levels.

Our strategy is to provide our clients with a **Distinctively different** choice through our relationship driven service style backed by our broad capability and specialist expertise.

About the BDO Kendalls/Austrade Corporate Partnership

BDO Kendalls and Austrade announced their alliance in December 2007. Austrade provides businesses with valuable advice, expertise and support through its specialist industry teams and networks in over 60 countries.

Working with Austrade provides a valuable combination of services and expertise for Australian businesses seeking to start exporting or for those wishing to expand their international business operations.

Are you ready to Expand globally

If your business is ready to 'Go for Growth' and 'Expand globally', talk to one of our specialist advisers, or visit our website for more information on growing your business and expanding internationally.

Phone 1300 138 991 or visit www.bdo.com.au

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