



Strategic Export Plan - Guidelines

Please submit as a separate document an export plan to explain your company's need for funding (12-pt font, minimum of two pages). Each applicant should address all of the following as part of the company's export plan:

1. Foreign market(s) the applicant intends to pursue and reasons for market selection.
2. Appropriateness of the applicant's products or services to the target foreign market(s).
3. Objectives the applicant expects to achieve in the target foreign market(s), and relevant time frames. Examples are an increase in sales, identifying new business partners, etc.
4. Sufficiency of the applicant's financial resources to support its entry into or expansion in the target foreign markets.
5. Sufficiency of the applicant's productive capacity for entry into or expansion in the target markets.
6. Sufficiency of the applicant's staff resources and time to support marketing and development of opportunities in the target foreign markets.
7. Sufficiency of the applicant's international trade capacity (i.e. knowledge of U.S. export requirements, the import market requirements of the foreign market, logistics, export financing, etc.) with respect to the target foreign markets.
8. Budget and Timeline
Budget required to facilitate applicant's export plan, including estimated or actual expenses for international marketing activities in the following categories (if applicable): trade mission participation (package cost), trade show exhibitor (booth fees), individual sales trip to target market(s), B2B matchmaking services in target market(s), hiring local contractor(s) in target market(s), international and in-country air fare, in-country lodging, translation services, international marketing materials, export education/training fees, etc. Also, the applicant should provide a timeline for the major activities described in the export plan. If actual date of activity is not known, then provide a range of dates in which the activity is most likely to be completed.
9. In what way(s) will the applicant's international business model contribute to the DC economy (an increase in revenue, more jobs, etc.)? Will it create more product or service exports from Washington, DC, to the target market(s)?