

Adapted from Business Model Canvas

OBJECTIVE(S): What are your export objectives? Be sure that they are S.M.A.R.T.

NOTE: These objectives may need to be edited once the export market strategy has been completed to ensure that they remain attainable and realistic.

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| <p>8. Key Partners</p> <p>Who are the key partners, strategic alliances, service providers, suppliers, needed?</p> <p>What resources will be acquired from these partners?</p> <p>What roles will these partners perform?</p> <p>CONSIDER: The tasks and activities that are important, but that will be done by someone else.</p> | <p>7. Key Activities</p> <p>What key activities are required to provide the product/service to the target customer?</p> <p>Consider activities needed around the value proposition, channels, customer relationships and revenue streams?</p> | <p>2. Product/Service</p> <p>Which product(s)/service(s) has been selected for export development?</p> <p>How will that product/service provide value to the customer?</p> <p>How will the product/service need to be modified to provide ultimate value to the target customer?</p> <p>Additionally, consider how will the product/service need to be modified in order to access the target customer (i.e. market requirements).</p> <p>REMEMBER: Complete a new export marketing strategy for each different offering and each different market/customer segment.</p> <p>TIP: Refer to your value proposition.</p> | <p>4. Marketing Strategy</p> <p>How will you get, keep and grow customers?</p> <p>How will customers find out about your product/service?</p> <p>What will help customers decide to purchase your product/service?</p> <p>How will the relationship be maintained?</p> <p>TIP: Walk through the entire customer journey in detail.</p> <p>CONSIDER: Your competition and their marketing strategy.</p> | <p>1. Target Market / Customer</p> <p>Which market is being targeted?</p> <p>Who are the most important customers in this market?</p> <p>Identify: geographic, demographic, psychographic, behavioral profile.</p> <p>TIP: Refer to your target market and perfect customer profile.</p> |
| | <p>6. Key Resources</p> <p>What resources are required to provide the product/service to the target customer?</p> <p>Consider resources needed around the value proposition, channels, customer relationships and revenue streams?</p> <p>CONSIDER: The physical (e.g. specialized machines), intellectual (e.g. patents), human (e.g. marketing skills) and financial (e.g. lines of credit) resources required.</p> | | <p>3. Market Entry Strategy</p> <p>How do your products/services reach your target customer?</p> <p>How will the products/services be sold and distributed?</p> <p>What is your market entry strategy?</p> <p>CONSIDER: Which channels work best and which are most cost-efficient?</p> | |
| <p>9. Cost Structure</p> <p>What are the costs related to resources, partners and activities?</p> <p>What are the other costs related to exporting?</p> | | <p>5. Revenue Streams</p> <p>How is money made?</p> <p>E.g. asset sale, usage fee, subscription fee, lending/renting/leasing, licensing, advertising</p> <p>How do customers pay?</p> | | |

NEXT STEPS

Outline the three next steps your company will take towards your export objectives with timeframe.

- 1.
- 2.
- 3.