**BUSINESS PLAN FRAMEWORK**

SMEs wishing to export food products should first review or renew their existing domestic business plan (see Business Plan Framework), and then develop a business plan for export (see Business Export Plan Framework) to guide planning and execution of the proposed export initiative(s).

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|  | **BUSINESS PLAN FRAMEWORK** |
| 1.0 | Executive Summary   * 1. Mission   2. Objectives |
| 2.0 | Company Summary  2.1 Company History  2.2 Company Ownership  2.3 Company Locations and Facilities |
| 3.0 | Products |
| 4.0 | Market Analysis Summary |
| 5.0 | Strategy and Implementation Summary |
| 6.0 | Management Summary |
| 7.0 | Financial Plan |

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|  | **BUSINESS EXPORT PLAN FRAMEWORK** |
| 1.0 | Executive Summary   * 1. Mission   2. Objectives |
| 2.0 | Company Summary  2.1 Company History  2.2 Company Ownership  2.3 Company Locations and Facilities |
| 3.0 | Products |
| 4.0 | Export Market Analysis Summary  4.1 Market research  4.2 Political and economic environment  4.3 Key market segments/ market size  4.4 Industry trends and market outlook |
| 5.0 | Export Strategy and Implementation Summary  5.1 Market entry strategy  5.2 Analysis of competitors  5.3 Product positioning  5.4 Pricing strategy  5.5 Distribution strategy  5.6 Regulatory and logistical issues  5.7 Risk factors  5.8 Implementation plan  5.9 Financial plan |
| 6.0 | Management Summary |
| 7.0 | Financial Plan |