

Stepping Up - Export Strategy Plan

Timetable

Dates and Location

Workshop 1 - 13th August 2009, 8.30 am – 12.30 pm
Workshop 2 - 27th August 2009, 8.30 am – 12.30 pm
Workshop 3 - 10th September 2009, 8.30 am – 12.30 pm
Presentation Evening - September 2009, 5.30 pm – 8.30 pm

Training Room 1
Suite 10 / Level 2
Alfred Park Chambers
370-376 Church St
Parramatta NSW 2124

Mentoring is scheduled with each participant's availability in mind over the period of the course.

Structure.

The Stepping up Program – Export Strategy Plan has two components. There are ten hours of workshops and ten hours of one to one mentoring for each participant.

Workshops

Workshops are conducted in lecture room format that encourages interactive participation. Material presented is up to date, new and interesting and amongst other things case studies are examined with participants encouraged to share their ideas and experiences. Apart from the information gained through the course material, participants will benefit greatly from interacting with other business people. There will be three set lecture workshops and on graduation evening each participant will showcase their business and course outcomes.

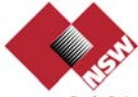
Mentoring

The mentoring will be focused on the participant being able to complete the sections of their strategy themselves. The mentor will give guidance in the how the workshop information affects their particular business and the goals they have set themselves.

Course Content

The syllabus will be as follows

- 1. Export Vision**
 - **Goals and objectives**
 - **Vision, mission and values**
 - **Executive summary**



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Potential Exporters look at the reasons they want to begin to export or continue to develop existing exports. They consider whether the culture of the company will support and maintain an export culture.

The company sets a vision, mission and corporate values. Can be taken from the Business plan or developed as part of Export plan. Develop a summary of the business as it stands today and why the business should export.

2. Export Capability

- Existing business status
- Product evaluation
- Market identification, destination,
- Distribution model, incl. Logistics
- Competitive advantage
- SWOT
- P.S. “NEADS”© Methodology

This section asks the questions of the business to see if the capability is there to export and why it will suit the company.

Is the business successful, does it have a business plan, what is the domestic situation? What products should be exported and to where?

What is the company's competitive advantage?

Identify the strengths and weaknesses in the company, what threats can be anticipated and what other opportunities are present.

3. Administration Plan

- Terms of trade
- Transaction Models
- Contracts, IP and legal matters
- Compliance issues – govt. etc,
- Reporting

What will be the contractual basis of your dealings? What options are there for getting paid and if there is intellectual property in the products how do you protect it? What is its value?

The administration plan looks at the nuts and bolts of the actual export processes and procedures, not the marketing. Will government regulations add too much cost? The administration Plan builds an export business process and reporting model.

4. Financial Plan

- Objectives – goals – 5 years, 10 years
- Risk management
- Budgets – revenue, expenses, assistance
- Market Research
- Performance management

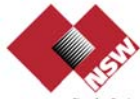
Build the financial model of the export program - set your targets, and examine the costs. What are the risks and the costs of those risks? How much will the domestic sales have to subsidise the early exports? What are the targets? Is there a market and what is the value? Where is your market research? Does it clearly identify the values and numbers? Are they achievable? How will performance and success be monitored, measured and managed.

Export Establishment & Growth - Business Improvement Strategies
Commercialising New Products - Government programs
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5. Market development (Promotion) plan

- **Market research**
- **Marketing visits**
- **Overseas representation**
- **Marketing advisory**
- **Trade fairs & Promotional events**
- **Promotional literature & Advertising**
- **Overseas buyers**
- **Sample strategies**
- **EMDG**

You have decided on a market. You have the capacity to meet the targets you have set. You know the potential size and distribution of the market. How will you sell your product and how do you pay for your marketing? Should you visit and when, use an overseas representative or agent and which one? Should you open a branch office? What samples will be needed to convince the market of quality and value? How are promotional activities best targeted?

6. Export Activity Model

- **Export project management**
- **Production, business model**
- **Domestic/international interface**
- **Performance reporting**

This section builds on the planning and covers management aspects for ongoing business development and integration with domestic operations.

Having started to export how do you identify the value to your business? Can the business expand further? Can it be done better? Do you need to change distribution models? Can it still be managed in the same way?

Graduation

There will be a graduation ceremony organised through the NSW Department of State & Regional Development (DSRD). The Minister for Small Business and the Premier believe these programs are very important. They like to attend "Stepping Up" graduation ceremonies.

Subject to meeting course criteria, each participant will receive a completion certificate.

Administration

Each participant needs to complete DSRD's application form and VEBIZ Export Development will verify the eligibility under the NSW Government's guidelines.

Upon acceptance into the program, VEBIZ will provide a tax invoice to the participant for their fee of \$900 plus GST. DSRD will pay the subsidized payment to VEBIZ at the successful completion of the program.

Each workshop will be conducted by Stuart Smith and Robert Jones and will have at least one guest presenter. The guest presenter will speak on subjects such as Export Finance, Financial Models and Accounting, Export documentation and Utilizing government programs.

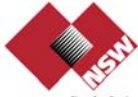
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Stepping Up Program Export Strategy Plan

Application

Program Workshops commence August 2009

Name: _____

Company: _____

ABN: _____

Address: _____

Ph.: _____

Fax: _____

E-mail: _____

Position: _____

Principal Activity: _____

No of Employees Including Owner _____

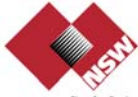
Date Established: _____

Net Worth Positive: Y / N

Turnover Greater than \$200,000. Y / N

Already Exporting Y / N

Special Circumstances as an exception to above criteria



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Stepping Up Program Export Strategy Plan

Program Workshops commence August 2009

I am interested in:

<input type="checkbox"/>	An application for the Export Strategy Plan Program.
<input type="checkbox"/>	More information on the Export Strategy Plan Contents
<input type="checkbox"/>	Information on Other VEBIZ Export Development Stepping Up Programs
<input type="checkbox"/>	Information on VEBIZ Export Development Business Services
<input type="checkbox"/>	Information on NSW Government Stepping Up Programs
<input type="checkbox"/>	Information on NSW Government Business Assistance Packages.

<p>To receive further information regarding NSW Government Stepping Up Programs or Vebiz Export Development Courses or Business Services. Please complete with your details.</p>	<p>Name: _____</p> <p>E-mail: _____</p> <p>Company: _____</p> <p>Ph.: _____</p> <p>Address: _____</p> <p>Position: _____</p>
<p>Comments:</p>	
<p>Complete and Fax back this form to Vebiz Export Development. Fax 02 9973 1312 or email to: steppingup@vebiz.com.au Telephone 02 9973 2939 or 0419 014 323</p>	