

India One-Page Export Strategy & Action Plan

Step 1 - Export Readiness: Identifying & Narrowing Your Gaps					
Step 2 - Market Intent					
Primary Export Objectives (2.1)		Products/Services for Export (2.2)			
Step 3 - Unique Selling Proposition (USP/UVp)					
Your Target Market – India					
Step 4 - Why India		Step 5 - Characteristics of Customers/Consumers		Step 6 - Market Entry Strategy & Channels	
4Ps of International Marketing for India					
Step 7 - Product Action Plan		Step 8 - Placement/Distribution Action Plan	Step 9 – Pricing Action Plan	Step 10 - Promotion Action Plan	
Step 11- Export Budget	Sales Forecast AUD\$	Export Expenses (from 5Ps) AUD\$	Profit & Loss Forecast AUD\$	Step 12 - Next Step & Implementation	
Year 1					
Year 2					
Year 3					