# Questions guide to build an EMP

You can build your marketing plan for exports by answering these questions.

Then you can transform questions into titles, and the plan is ready

## D. Actions scheme

To reach your goal, what will be your actions? Divide your plan into single actions, and for each define:

* Time (deadline, total necessary working hours)
* Responsible resources
* Involved resources (not responsible)
* Costs
* Expected results
* Ways to measure if results are attained (for example: number of contacts reached, number of units sold, number of contracts signed, number of meetings scheduled, etc.) = Key performance indicator.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Action | Description | Deadline | Responsible | Resources | Cost | Expected results | Key performance indicator |
| Action 1 | Find a good shipping company | 31/12/2015 | JK | SM, HP, JJ | € 5000 | Company found, contract signed | N° of calls, n° of useful meetings done, n° of companies compared, contract conditions compared to other |
| Action 2 |  |  |  |  |  |  |  |
| Action 3 |  |  |  |  |  |  |  |
| Action 4 |  |  |  |  |  |  |  |
| Action 5 |  |  |  |  |  |  |  |
| Action 6 |  |  |  |  |  |  |  |
| Action 7 |  |  |  |  |  |  |  |
| Action 8 |  |  |  |  |  |  |  |
| Action 9 |  |  |  |  |  |  |  |
| Action 10 |  |  |  |  |  |  |  |
| Action 11 |  |  |  |  |  |  |  |
| Action 12 |  |  |  |  |  |  |  |
| Action 13 |  |  |  |  |  |  |  |
| Action 14 |  |  |  |  |  |  |  |