# 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

## C. Marketing mix

**1. Price**

How do you calculate the price of each product?

Do you have a clear idea of your production costs?

Will you activate discount policies? On what terms?

Have you checked the necessary volume to support your fixed and variable costs (break-even analysis, cfr. Link). Are these volumes easy to reach?

**2. Product**

What modifications to the product will be necessary to meet the tastes / requirements of the target export market?

What will be the best packaging, both from the hardware (shape, size) and software (colours, texts) point of view? Are there specific rules on the things that can be written on the packaging?

**3. Promotion**

How will you advertise your product? B2B (only to professionals like wholesalers) or B2C (to consumers)?

According to your B2B or B2C choice, what promotional media will you use for product launch? And once the product has been launched?

What selling points (cfr. Link) will you use?

**4. Distribution**

What will your approach to market channels be?

What will be the Sales and Customer service structure for your target market?

What local trade shows in the target country will you attend?

**5. Marketing mix costs**

|  |  |
| --- | --- |
| Marketing mix costs |  |
| Action 1 | Cost of action 1 |
| Action 2 | Cost of action 2 |
| ... |  |
| Action n | Cost of action n |
| TOTAL |  |