# 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

## A. Situation analysis

**1. Company overview**

Company mission (e.g. We make the best extra-virgin olive oil in the world)

Expected benefits from export (a sales increase? How big? The possibility to keep your sons working on the farm? The possibility to exploit a new product idea? How much would you like to sell?)

What products and services do you offer? What are their features? What certification do they have? Which of these products shows a higher export potential? Explain why.

Why do you think you will distinguish yourself in the target foreign market? Can you afford lower prices, or better quality? Or do you offer something they do not have yet?

Financial situation: cash flow, key performance indicators, current financing (banks, etc.), possibility of further financing. This shows how much you can invest, or how much you are able to cope with demand fluctuations and differentiated payment deadlines.

**2. Production volumes: how much can you offer?**

How much do you produce now?

How much *can* you produce? What is your maximum production level? How far are you from that level? How long would it take you to satisfy a large order (make some hypotheses of possible large orders, and of the solutions you may use, e.g. increasing your production, temporarily buy product with the same characteristics until flows are stable and you can internalise this production capacity. When selling abroad, demand can, in fact, increase suddenly.

**3. Human resources**

Describe your present human resources, their skills. Do you think these skills are enough for your exporting plan?

If not, how much money are you ready to invest in training? Are you going to hire new resources?

**SWOT analysis concerning the exporting idea**

|  |  |
| --- | --- |
| **Strengths that can potentially help you in your export activity, and how you are going to make good use of them** | **Weaknesses that can hinder you, and how you are going to tackle them** |
| **Opportunities you can seize** | **Threats that will probably have to deal with (to be linked to a what-if analysis: “what will i do ... if ...?”)** |