



## Export Market Planning Workshop

Have you got an export plan! If you don't or don't know how to, then this workshop is a must for you!

It is critical to analyse your motives for entering overseas markets.

### Developing an Export Plan – why plan?

- Acts on well-researched information
- Has analysed and assessed the best options
- Identifies constraints and their impact on the company's business
- Has the resources to become a viable exporter
- Creates confidence with lenders and demonstrates that the export program is viable
- Understands competitive pressures and has plans to ensure the company maintains and increases its market share and industry standing

### Facilitator

- Mike Anderson, Anderson Consulting Pty Ltd.
- Mike will provide a framework for a good export plan which you will need to complete as much as you can prior to the workshop. At the workshop, Mike will guide you through the export plan and clarify any questions you may have. At the end of the workshop, we hope that you have at least a draft working document of your export plan.

### Limited places (20 only) - register now

Don't miss your chance to develop your export plan! To register email Yvonne Moon: [yvonne.moon@bigpond.com](mailto:yvonne.moon@bigpond.com) or call 0407 303 255.

### Proudly supported by



Melton Shire – Civic Centre 232 High St, Melton 27 August 2008 9:00am – 1:00pm

(Melway Map115 C9)

### Cost

This event is free

### Who should attend?

If you are new to exporting or already exporting but do not yet have an export plan

### Don't miss out

“Before you export, it is important to understand what exactly it takes to export in terms of resources and finances and the only way to find this is to develop an export plan”

Shiva Nair Senior Export Adviser Austrade