**International Business Plan Template**

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# Introduction

Choose a public company listed in the ASX stock exchange. Outline a very brief history, and the key factors of success in the domestic market that have led to the success of the business. A healthy and successful domestic business provides a solid foundation for entering a foreign market.

# Background Analysis

In this section, you should give the shareholders/ stakeholders some background information of why the business plan of internationalisation is needed, or a rationale behind the plan. In order to make the most of your company’s strengths and improve your weaknesses, the business plan begins with an analysis of the competitive capacities of the company in relation to the foreign market in order to achieve profit maximisation.

The key issues to address in this section are why the company should enter a foreign market and your overall objectives in entering this foreign market. These objectives could include spreading market risk, increasing production volumes, lowering unit costs and improving brand image or profits.

# Market Selection

## Target Market

Detail your target market and the key characteristics that led you to choose the market.

Provide external analysis including identification of the economic, political and social trends, which may affect the international evolution of the industry where the company plans to develop its activity.

Generally, companies do not have the capacity to influence in these trends. However, the company should know what these trends are. Positive trend constitutes an opportunity, which the company can make the most of. Negative trend constitutes a threat, which the company have to confront.

## Market Positioning in Target Market

Your market position in overseas market may not be the same as in the home country. A mass market product in the home country may be very high end overseas given import duties, freight etc.

## Competitor Analysis

Detail your research here of where your competitors sit in the market compared with where your product or service will sit. Completing this section requires a great amount of research to understand your competitors.

# Market Entry

## Market Entry Strategies

Detail your market entry strategies. Does the company focus on increasing profitability or rate of profit growth or both? What is the company’s strategic postures when competing internationally, a global standardisation strategy, a localisation strategy, a transnational strategy or an international strategy?

## Market Entry Mode

Suggest, analyse and justify a foreign market entry mode for your selected company. Make sure to critically analyse the advantages and disadvantages of the entry mode **in relation to your company and the target market**. Factors to be considered could include transport costs, trade barriers, political risks, economic risks, business risks, costs and company strategies etc.

## Selection of Customers, Distributors and/or Partners

Discuss market segmentation and distribution strategy of your company in the target market.

# Product and Pricing Strategy

## Products/Services for Target Market

Include the key features and benefits of your products or services that make them attractive to potential customers in the target market.

## Changes to Product/Service Required

Outline changes or why no changes that will need to be made to your product or service for the target market. These changes could include packaging design or size, branding, labelling, design changes, redesigning content etc.

## Pricing Strategy

Discuss your company’s pricing strategy in the target market. Factors to be considered could include value, demand, costs and retail price etc.

# Conclusions

# References

# Appendices (if applicable)