



Template for e-Commerce strategy plan

Preparing your company for international growth is about having a strategy! The below template is an example of how to create the foundations of your plan. Please work through each section.

Name:

Business:

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SECTION 1 – CONTACT INFORMATION

1.1 Company Name:

1.2 Company Address:

1.3 Postal Address (if different):

1.4 Contact Name

1.5 Position:

1.6 Telephone Number:

1.7 Email Address:

1.8 URL:

1.9 Other Offices (Domestic or International):



SECTION 2 – HISTORY

- 2.1 How long has the company been in operation?
- 2.2 Who established the company?
- 2.3 Why was the company established?
- 2.4 How many people does the company currently employ? (Full time equivalent)
- 2.5 Who does the company recognise as its main competitors?



SECTION 3 – PRODUCTS AND SERVICES

- 3.1 Describe the company's main product or service lines:

- 3.2 How many production facilities does the company have?

- 3.3 Where are the company's production facilities located?

- 3.4 Would any adjustments be needed for the product or service to be sold in overseas markets?
(For example packaging, perishability, etc.)

- 3.5 How much of the company's production/service potential is currently utilised? (%)

- 3.6 What are the primary features and benefits of the company's products or services?

- 3.7 What is the relevance of the company's products or service to the chosen overseas market?



SECTION 4 – CURRENT SALES AND MARKETING STRATEGY

- 4.1 To which countries/regions does the company currently export (via traditional export channels)?

- 4.2 Into which countries/regions does the company currently sell via e-Commerce?

- 4.3 Does the company sell primarily B2C or B2B?

- 4.4 How does the company currently position its products/services in these countries/ regions?

- 4.5 What is the company's digital marketing strategy?

- 4.6 Does the company manage its own logistics, or work through a 3PL/4PL?

- 4.7 What e-Commerce platform does the company use?

- 4.8 What payment gateway does the company use?



SECTION 5 – ANALYSIS

- 5.1 Which capabilities has the company identified as its main strengths?
- 5.2 What are the company’s main areas for improvement?
- 5.3 What are the main elements that the company has identified as threats in the near future?
(For example: competing technologies, changed market conditions, new entrants to the industry)

SECTION 6 – MARKET ENTRY CHECKLIST

- 6.1 What is the company’s proposed market entry method? Directly (via its own website), or through an e-Commerce marketplace?
- 6.2 What has the company identified as its primary overseas e-Commerce markets?
- 6.3 What market analysis has been done on the chosen overseas market/s?
- 6.4 Which online sales opportunities have the company identified in the chosen overseas market/s?
- 6.5 Does the company anticipate any legal or Intellectual Property (IP) issues?
- 6.6 What is the anticipated cost for the company to enter the chosen market/s?
- 6.7 What competitor analysis has been done in the chosen market/s?



SECTION 7 – RISK MANAGEMENT PLAN

7.1 Business risk:

7.2 Information risk:

7.3 Transaction risk:

7.4 Operational risk:

7.5 Unauthorised access & security risk:

7.6 Technology risk:

SECTION 8 – INTERNATIONAL GROWTH PROJECTION

- 8.1 What are the company's projected sales over the first three years of e-Commerce engagement in the overseas market, per market (volume, product, price)?

- 8.2 What is the company's projected financial performance in over the first three years of engagement in the overseas market (Profit and Loss over three years)?

- 8.3 What is the company's projected profit margin in the first three years of engagement in the overseas market?

- 8.4 List the company's risk assumptions – describe any reservations or 'yellow flags' the company may have about operating in the new market.