



My Business Report



For: Demo Demo
Date: 20/1/2009
Prepared following your use of the Plan Builder
at Business Link

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Your Objectives

Business Objectives

Your Long Term Aspirations for the Business

Develop a company that we can list on an exchange and grow.

Business Activities

We research the use of marine life as a source of potential super-ingredients in medical preparations.

Main Customers

The top 200 international pharmaceutical companies. International research establishments. Universities.

Biggest Problem

Export management and marketing.

Financial Objectives

	Turnover	Employees	Net Profit
Current Year	£0	0	£0
Forecast	£1,250,000	8	£550,000
Year End	April		
By 2010 achieve Turnover of £2000000 and profit of £1000000			

Your Action Plan Summary

Rank Action

1	Customer attitudes to us
2	Competitors
3	Find new sales channels
4	Improve international offer
5	Promote more effectively overseas

Talk to Business Link

1. Find new sales channels
2. Improve international offer
3. Promote more effectively overseas

Your Action Plan

Customer attitudes to us

Knowing how your customers think about your company can help you avoid problems and spot opportunities. There are many ways to conduct a survey. One of the best is an end of project or post-delivery survey. Perhaps using one of the many online surveying tools on the web will make it fast and economical. Useful questions to ask include:

- How would you rate our service compared to competitors on the following factors ... speed, reliability, courtesy, ease of doing business with us, value, quality of product or service provided.
- You can also ask questions such as: "what new products or services should we consider providing?" and "what would you change about our business?"

Resources that may help

Learn about your customers

Analyse your customers

Competitors

Monitoring your competitors reduces the chance of losing business to them quietly. There are three kinds of research you can do:

1. Research into the overall health and results of the company to understand how strong they are. This can be done through Companies House, though there will always be a "lag" from reality of many months.
2. You can monitor the product and service offerings of each competitor, one against the other to see where each is positioned and how they compare with regard to price and quality.
3. Finally, you can research competitor activity through the media - new contracts, new appointments, new premises or plans.

All will help you to develop appropriate plans to make sure you compare well in the eyes of customers.

Resources that may help

Who are your competitors?

What you need to know about your competitors

Find new sales channels

Finding the right sales channels or partners will greatly enhance your chances of success. You have a number of options. Do you:

- Sell directly over the internet and use parcel delivery
- Sell on the internet via local affiliates
- Set up a branch, office, shop or other wholly owned location abroad
- Send nationally based staff into the target market
- Recruit staff in the local market
- Contract out representation of the product or service to an local sales agent

- Work in collaboration with another company selling complementary products or services
- Find distributors and wholesalers
- Attend International trade exhibitions
- Compete for Tenders

Each of these can be complex to set up. They benefit greatly from experienced consideration and set up. For many, they can represent a major expense. But they may also accelerate your entry and growth in international markets. Business Link can put you in touch with international marketing specialists who can help you assess your options and find the suppliers you need. There are a range of schemes in which you could participate.

Resources that may help

Selling overseas

Entering overseas markets

Improve international offer

Improving your product or service ready for export is import and can be quite complex. You need to understand the international customers' requirements and tastes and how they differ from that of the domestic market. In particular:

- What do these customers want and need that may be different? What are their priorities?
- Are there any regulations you need to observe?
- How does your product or service compare with what is offered locally in terms of design, quality, quantity, styling, packaging? What might you need to change?
- How do you compare in price? With your overheads of export can you realistically remain price-competitive?
- What can you do to stand out as best in your chosen segment of the market?

Whatever your answers to these questions, you might want to conduct market research – perhaps by test marketing or using the services of specialists in the market to comment in the first instance. Whatever you can do to reduce the risk of a failed launch.

Resources that may help

Exporting - an overview

Find your local international trade team on the UK Trade & Investment website

Promote more effectively overseas

When you go abroad, you get to notice just how differently products and services are promoted. The differences are narrowing as international brands are developing universal approaches and visual language. That said, there will be subtle differences and sometimes dramatic differences in what works. One of the useful services you can get from an international partner is sensitivity to the local marketing communications conventions and an insight into how local customers may behave differently. Will they respond to direct offers? Do you need to build credibility before anything will be taken seriously? Even the use of fonts and layouts will have conventions and be part of the subtle communication. A good way to get to grips with this is to buy magazines and collect promotional materials and catalogues in your chosen markets.

Resources that may help

Targeted Export Support Scheme (TESS)

Export Marketing Research Scheme (EMRS)

Company Details

Company Name	Premier Marine Biologics
Business Status	I've started in the past 12 months
Type of Business	Services to businesses
Business Experience	Worked in a company similar to this
Legal Form	Limited Company
First Name	Demo
Last Name	Demo
Position in Company	243
Email	demo@planbuilder.co.uk
Telephone	01234567890
Mobile	
Website	
Address	10 Made Up Way
Postcode	AB1 YZ2