



ACCOMPANYING REPORT TO THE BUSINESS PLAN

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- 1 Introduction: history, mission, vision and objectives, corporate structure**
 - 1 Introduction
 - 2 Mission
 - 3 Vision and short Company history
 - 4 Reasons and objectives of the Project
 - 5 Corporate structure and management

 - 2 Main products / services, target market / country**
 - 1 Product / market segmentation
 - 2 Choice of the segment to focus on abroad
 - 3 Choice of target countries
 - 4 Analysis of competition by sector / reference market
 - 5 Estimated market potential penetration opportunities for the Company

 - 3 Strategy and development methods, action plan**
 - 1 Development strategy, possible distribution strategy, partnerships
 - 2 Organizational structures envisaged for the implementation of the strategy
 - 3 "Reasonable" objectives of short and medium term market penetration
 - 4 Marketing strategies planned to achieve the objectives
 - a Product / Service
 - b Sales and Distribution policies
 - c Prices and Conditions of sale
 - d Logistics, Packaging, Labelling, Transport and Supply policies
 - e Communication and Promotion strategies and policies
 - f Pre and Post Sales strategies and policies
 - 5 Action and Investment plan for starting the Business on the target market

 - 4 Indications and conclusive considerations**
 - 1 Profile of Partners and / or Interlocutors
 - 2 Proposals for intervention on the target market
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List of attachments

- **COMPANY PROFILE / PROMOTERS' PROFILE**
 - **SUMMARY DATA SHEET**
 - **PRESENTATION / PRODUCT DATA SHEETS**
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