

Business name: _____ Date: _____

1. Overview of the product or service to be exported

- i** Please provide a brief overview of the specific product or service you wish to export. Please also comment on the domestic sales track record of the relevant product or service.

2. Target export market(s) and rationale

List the market(s) you wish to conduct promotional activities and briefly explain the rationale for selecting the relevant market(s). Please explain why the product or service is suitable for the chosen market, potential market size, anticipated

- i** demand, competition, potential distribution channels, etc.

3. Proposed export development activities

- i** Provide a brief overview of the nature of the export market development activities this loan will support (e.g., participating in a trade show, local representation, etc.) and the proposed implementation plan/timing.

4. Use of funds

i Provide a breakdown of the use of funds.

Export market development activity	Amount

5. Management capability

i Please provide a brief overview of the capability within the management team and/or external support sought to execute the above plan.

Name	Title	Experience and capabilities