

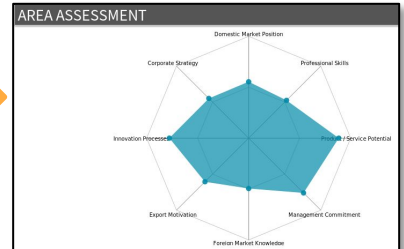
Even in these turbulent times, selling internationally is more profitable than ever for some Exporting companies. How can that be? Good planning built on smart decisions. **ExportPlanning™** (“EP”) is a powerful online interactive database designed specifically to help small and medium enterprises (SMEs) start and grow their export sales. Already used by hundreds of companies and trade promotion agencies in Europe, ExportPlanning™ is for more than research: it’s an **engine for decisions and action**. Let’s say you want to:

1

**See whether your company is ready to export**

<http://www.exportplanning.com/pages/era/>

EP’s **Export Readiness Assessment** questionnaire is easy to use and helps you evaluate your readiness based on factors such as your current Domestic Market Position, Corporate Strategy, Innovation Processes, Management Commitment, and more.

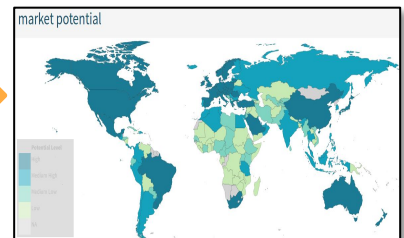


2

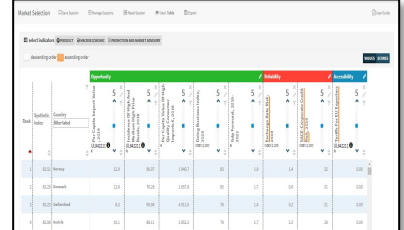
**Select the highest-potential market(s) for your products**

<http://www.exportplanning.com/pages/marketselection/>

**Market Selection** uses your inputs and weightings to rank markets according to their potential, providing you with a preliminary screening based on *Opportunity* (per-capita imports, growth forecasts, etc.), *Reliability* (exchange rate risk, etc.), and *Accessibility* (tariff rates, etc.).



The “engine” in **Market Selection** and other EP tools is the *Ulisse Information System*, which draws trade and individual market data from numerous government and industry sources such as the WTO, World Bank, US Census Bureau, Standard & Poor’s, and Moody’s. The data, updated as often as daily, includes among its key features: Historical depth (from 1995 to the present); Wide geographical coverage (152 countries); Exhaustive product detail (>8000 custom codes, >3000 product types across 220 sectors); Consumer demo- and psychographics by country; Segmentation by price ranges; and Predictive analysis by Product, Market, and Competitor Country.



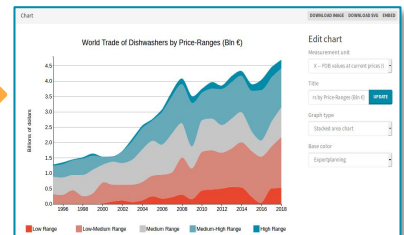
3

**Research your selected markets and competition from other countries**

[http://www.exportplanning.com/pages/market\\_research/](http://www.exportplanning.com/pages/market_research/)

<http://www.exportplanning.com/analytics/pickdw/>

**Market Research** offers tools to create and download *Reports* and *Analytics*. Use *Reports* for an in-depth, up-to-date view of exports of your product type from Competitor countries to your target Market. With *Analytics* you can extract and process data as tables or charts covering production, trade, and demand for >3000 products (>15,000 US customs codes) across 152 countries.



(continued...)

**ExportPlanning™** is an SaaS platform developed and owned by *StudiaBo SRL*, a research company specializing in economic analysis, based in Bologna, Italy. StudiaBo’s mission is to produce economic information that efficiently and effectively supports business decision-making processes. StudiaBo combines state-of-the-art statistical methodologies and specially-designed IT tools to deliver unmatched value for actionable business analysis. For information in the US and North America, contact [info@exportplanning.us](mailto:info@exportplanning.us)

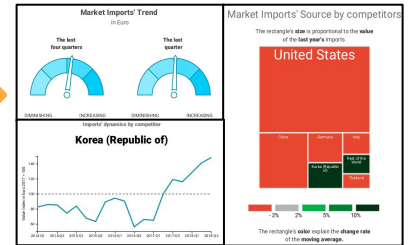
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**4**

**Stay up to date on conditions and trends in your target markets**

<http://www.exportplanning.com/pages/barometro/>  
<http://www.exportplanning.com/pages/cambi/>

The **Market Monitor** offers an interactive *Market Barometer*, with constantly updated benchmarks, that enables you to track your company's performance against producers in Competitor countries. The *Exchange Rates* page provides daily updates for 120 world currencies against the US Dollar and a basket of international currencies. Market Monitor charts are downloadable.



**5**

**Create or expand your International Business Plan**

<http://www.exportplanning.com/pages/ibp/>  
<http://www.exportplanning.com/pages/piano-export/>

This tool helps you **create, share and easily update** a comprehensive **International Business Plan**. Easy-to-use Checklists and a Content Management System help you develop all the elements, including: Company Profile, Industry Status, Target Market(s), Market Entry Strategy, Marketing Mix, Budget, and Operational Plan.

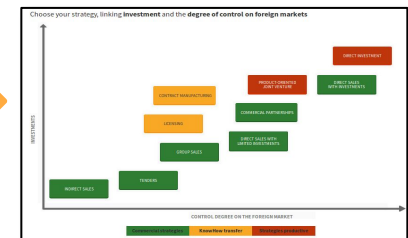
The screenshot shows the 'International Business Plan Checklist' interface. It includes sections for 'Index' and 'Commitment Statement', with a list of tasks and a 'Tools' section at the bottom.

**6**

**Consider other market entry strategies**

<http://www.exportplanning.com/pages/ems/>

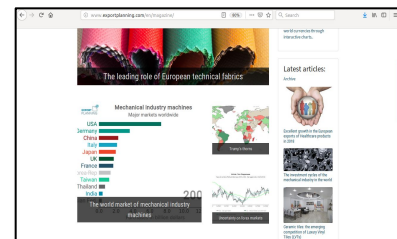
The **Entry Strategy Assessment** tool can use the company information you've entered to propose tailored strategies to optimize your Cost/Benefit ratio.



**We also offer...**

**ExportPlanning** e-magazine. Articles, insights and stories - based on the ExportPlanning Platform and enhanced with interactive data visualization - to support an understanding of trends and opportunities offered by international trade and marketing best-practices.

<http://www.exportplanning.com/magazine/>



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