

I AM INTERESTED  
IN  
EXPORT

# Wine Export Ready Prospectus

IP review

## Intent

Which market am I testing?  
What do I hope to achieve (e.g. clear excess inventory, occasional orders, business quotes, diversification, higher profitability)?

Insert a summary of your export market intent here.

**TOOLS:**  
Export objectives menu

## Sales targets (2021)

Current sales (all lines).  
Target sales (domestic and export by market preference) measured as 9-litre cases at an \$AUD price point.

Insert a summary of your domestic and export sales targets.

**TOOLS:**  
Sales plan template

## Market opportunities

Which markets are attractive for me?  
What is my current (domestic) wine offer at a category level. e.g. varieties/blends, varietal appeal, geographical indication (GI) and appeal, price points, volumes.

Which markets are most attractive for you, taking into consideration your current offer?

**TOOLS:**  
Wine offer template  
Wine market attractiveness  
Profiles by market of small exporters

## Brand story

Briefly tell your brand story and reputation (e.g. endorsements, awards, recognition). Why should people in this specific market buy your wine?

Write a one sentence brand story for the target market. Document your analysis of your product's readiness for the target market.

## What is your compelling advantage?

**TOOLS:**  
Brand story/reputation scorecard  
Wine self-review template  
Story sentence structure handout  
Australian Wine Flavours Card for China

## Export Market: difficulty, cost and risks

Market difficulty: e.g. market access, tariffs, non-tariff barriers, technical issues, intellectual property (IP), business culture and ease of doing business. Calculate the free-on-board for export, including extra export costs. Estimated recommended retail price (RRP) for exports and exchange rate risks.  
What new skills and capital are needed?

Document your FOB, exchange rate risk for preferred market and export RRP. Given your sales targets and market, what new resources are required?

**TOOLS:**  
Export capability checklist  
Competitor set ('how to' guide)  
FOB calculator  
Gross margin calculator (intro only)  
Exchange rate sensitivity calculator  
Wine market attractiveness

**ACTIONS!**

- Feedback form
- Export capability checklist
- Enrol for Wine Export Plan Workshop
- Order free country export guide (1 only)
- Register as an exporter
- Download export plan canvas
- Tell your friends

\*All tools will be available to Wine Export Ready Session attendees and online participants

Wine  
Australia

