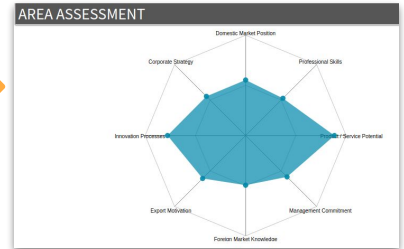


Even in these turbulent times, selling internationally is more profitable than ever for some Exporting companies. How can that be? Good planning built on smart decisions. **ExportPlanning™** (“EP”) is a powerful online interactive Decision Support System designed specifically to help Small and Medium 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/>

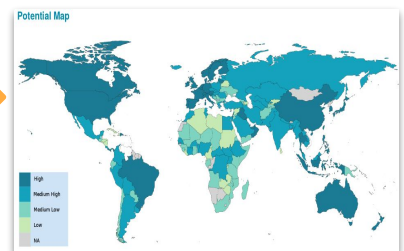
EP’s **Export Readiness Assessment** questionnaire is easy to use and helps you evaluate your readiness based on factors such as your current Domestic Market Position, Corporate Strategy, Innovation Processes, Management Commitment, and more.



**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 (imports by price ranges, growth forecasts, etc.), Reliability (exchange rate risk, etc.), and Accessibility (tariff rates, etc.) both at Country- and Product-specific levels.



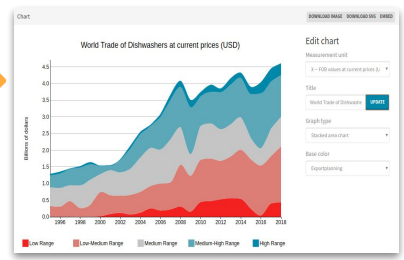
The “engine” in **Market Selection** and other EP tools is the **Ulisse Information System**, a comprehensive information base built on the systematic collection and synthesis of trade and individual-market data from numerous government and industry sources such as the WTO, World Bank, US Census Bureau, 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 (across 220 industries, >3000 product types based on HS custom codes); Consumer demo- and psychographics by country; Segmentation by price ranges; and Predictive analysis by Product, Market, and Competitor Country.*

Market	Opportunity	Reliability	Accessibility
USA	5	5	5
China	5	5	5
Germany	5	5	5
France	5	5	5
UK	5	5	5
Japan	5	5	5
India	5	5	5
Brazil	5	5	5
Russia	5	5	5
South Africa	5	5	5

**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/analytcs/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.

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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/>

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

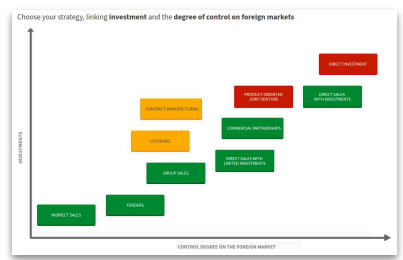
Index	Target Market
<ul style="list-style-type: none"> <li>Globalization: 000000</li> <li>Company Profile: 000000</li> <li>Industry Status: 00000000</li> <li>Target Market:                             <ul style="list-style-type: none"> <li>No. of identified markets with the highest opportunities.</li> <li>No. of companies in the target market.</li> <li>No. of companies in the target market that present the greatest opportunities and the most risks.</li> <li>No. of companies in the target market from a macroeconomic point of view.</li> <li>No. of companies in the target market from a technological point of view.</li> <li>No. of companies in the target market from a technological development point of view.</li> <li>No. of companies in the target market from a technological development point of view.</li> <li>No. of companies in the target market from a technological development point of view.</li> <li>No. of companies in the target market from a technological development point of view.</li> </ul> </li> <li>Operational Plan: 0000000000</li> </ul>	<p><b>Description</b></p> <p>The target market is the market that characterizes the demand and the supply of products and services, and the different ways to access it. It is the result of the interaction between the market and the company's capabilities.</p> <p><b>Tools</b></p> <ul style="list-style-type: none"> <li><b>Market Selection:</b> To analyze the market, identify opportunities and risks and select the most important ones.</li> <li><b>Reporting:</b> To analyze the market and its characteristics associated to a specific market.</li> <li><b>Reporting:</b> To analyze the market and its characteristics associated to a specific market.</li> <li><b>Reporting:</b> To analyze the market and its characteristics associated to a specific market.</li> </ul>

**6**  
**Consider other market entry strategies**

UNDER CONSTRUCTION (Jan 2021)

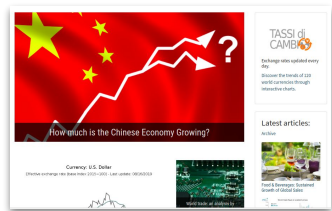
<http://www.exportplanning.com/pages/ems/>

When complete, the **Market Entry Strategy** tool will 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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