
# Sample Plan to Market

## EMDG Round 4 – Tier 1 SME applicants

This document is a sample plan to market for Tier 1, which is based on goods manufacturing. It should only be used by EMDG applicants as a guide to the questions that will be asked on the application form. Its purpose is to provide applicants with a point of reference when framing their own export promotion strategy.

This sample contains information about a fictional company. Names, businesses, places and events are fictitious for the purpose of demonstrating how to complete a plan to market. Any resemblance to actual companies, persons, or actual events is purely coincidental.

Your plan to market must be unique, high-quality and specific to your business and directly relate to your planned export promotional activities. To be considered high-quality all mandatory questions must be completed with sufficient detail. Austrade will use the plan to market to determine your suitability for the tier you have applied for. You cannot submit a plan to market that is copied from another business, another EMDG application or a generic marketing plan.

Plan to market questions will form part of the online application form for EMDG Round 4. Some questions allow for an open-ended response, while other questions have a drop-down list to choose from. Where questions have a drop-down list, the available responses are also shown in this sample plan.

You can find more information on a plan to market in the Grant Guidelines. Applicants are encouraged to review the questions in this sample plan in advance and prepare responses which can be included in the application form when the portal opens.

### EMDG Rules, Section 10: Plan to market eligible products**Mandatory questions**

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| **Q** | **Question and response** |
| **1** | **Describe the export promotional activities that you are planning to undertake to promote your eligible products in 2025-26 and 2026-27.**SparkCell plans to grow its export market by using a range of different methods of promotion and marketing. Of these expenses, a proportion will be EMDG eligible expenditure. These methods include:Short trips to a foreign country:* SparkCell will participate in a range of industry conferences and trade shows in Taiwan, to broaden the company’s exposure, increase brand awareness and form valuable business to business relationships. SparkCell will be launching a pilot project, to provide EV companies operating in Taiwan with the opportunity to trial SparkCell’s products. SparkCell will be promoting this pilot project at a range of trade shows and conferences, including E-Mobility Taiwan and Taipei International Automobile Electronics Show. SparkCell will incur travel expenses of approx. AUD 20,000 per financial year.

Consultants:* SparkCell will engage a local Public Relations consultant to strengthen brand awareness of the company in Taiwan. They will issue press releases and highlight technological advancements in SparkCell’s products and the company’s plans. Estimated cost of AUD 50,000 per financial year.

Promotional and Advertising Material:* SparkCell plans to build a new website for the Taiwanese market, allowing it to display its product in the local language and providing an additional point of contact for prospective partners. SparkCell will also produce a range of promotional material for distribution at trade shows. Estimated cost of AUD 80,000 in the first year, and AUD 75,000 in the second (excluding website set up costs in the second year).

Intellectual Property Rights:* SparkCell will register its brand for trademarks, its advertising content for copyright and its products for patent in the Taiwanese market. Estimated cost of AUD 3,000 per financial year.

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| **2** | **Describe the business goals you seek to achieve through your export promotional activities and how you will measure your export success** *(e.g. increase export sales by 10%, increase the volume and yield from visitors by 15%, appoint a partner or distributor, be shortlisted for a potential contract or tender).*Since SparkCell is new to exporting, it cannot measure growth on existing figures. However, export success will be measured in the first year against SparkCell’s capacity to enter contracts with suppliers.Export success in the second year will be a measurement of both 1) total sales (quantity) to customers in Taiwan of which we aim to achieve sales of 5,000 units and 2) the total dollar value of export sales to customers in Taiwan of which we aim to achieve $5 million (with each unit at $1,000). |
| **3** | **Enter planned eligible promotional activities, export training activities and associated eligible expenditure that you intend to undertake in 2025-26 and 2026-27.***You can only receive grant funding for eligible expenditure up to the maximum grant amount per financial year for your tier ($30,000 per financial year for Tier 1). You will need to be able to demonstrate how you estimated your planned eligible expenditure in the relevant financial year and substantiate the budgeted costs. You must demonstrate in your application and in your first milestone report, that you have sufficient funds from your own sources in a bank account to fund your contribution towards the grant activity. This needs to be at least $20,000 to meet the minimum capacity to spend requirements for the program.* *To meet the minimum capacity to spend requirements, you need to plan to undertake at least $40,000 in eligible expenditure per financial year on eligible marketing and promotional activities.* *If you cannot demonstrate that you have the minimum capacity to spend $20,000 of your own money, you will not be eligible for a grant. If after receiving the grant agreement, you spend less than $40,000 per financial year on eligible marketing and promotional activities, you will not receive a grant payment or you will be asked to return the grant, if we already paid the grant at the start of the financial year.*See combined budget breakdown for Taiwan below as an example.**Budget breakdown for SparkCell Technologies in the Taiwanese market**

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| --- | --- | --- |
| **Planned eligible expenditure category**  | 2025-26 **Planned eligible expenditure amount** **A$**  | 2026-27 **Planned eligible expenditure amount** **A$**  |
| Short trips to a foreign country | 20,000 | 20,000 |
| Consultants | 50,000 | 50,000 |
| Promotional and advertising material | 80,000 | 75,000 |
| Intellectual property rights | 3,000 | 3,000 |
| **Total eligible expenditure per financial year** | **$153,000** | **$148,000** |
| **Total grant amount sought per financial year** | **$30,000** | **$30,000** |

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### **Optional questions**

Your responses to the following questions are optional. Answering these questions will help Austrade understand your business’ overall export readiness as outlined in [Austrade’s Go Global Toolkit](https://export.business.gov.au/), which is designed to assist businesses in strengthening their export capabilities. Based on your answers, Austrade may contact you to offer additional trade support services to your business. If you agree to your information being shared with State and Territory Government trade advisory services you may also be contacted by them.

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| **Q** | **Question and response** |
| **1** | **Describe the competitive advantage or** [**unique selling proposition**](https://export.business.gov.au/get-started-with-exporting/develop-your-unique-selling-proposition) **of your products or services.** SparkCell stands out in the competitive battery market with its unique 3D structured battery technology, specifically tailored for manufacturers of small-scale electric vehicles (EVs) abroad. SparkCell’s innovative design significantly boosts the power output of its batteries. This enables smaller EVs to achieve longer ranges and faster charging times without an increase in battery size or cost.SparkCell’s products are particularly appealing to EV manufacturers focused on delivering compact, lightweight and efficient vehicles. |
| **2** | **How will you scale up your business (including** [**financial resources**](https://export.business.gov.au/pricing-costs-and-finance)**) to match increased demand for your eligible product or service?** *(Please describe)*Partnerships: SparkCell’s ambitions abroad are to develop one or two major partnerships with large electronic vehicle manufacturers. Securing a contract with a major electronic vehicle manufacturer would provide SparkCell with the demand and financing needed to begin manufacturing its products. SparkCell also hopes to enter a partnership which will provide the business with large-scale means of production, which will allow the business to scale-up its production to match demand.Suppliers: SparkCell has established relationships with two major lithium mining companies in Western Australia. Our business will develop long-term contracts with each supplier as demand for our products grows, to secure a greater, and more sustainable supply of lithium. |
| **3** | **How will you comply with** [**laws or regulations**](https://export.business.gov.au/laws-and-regulations) **that are relevant to your eligible product or service in your target markets?** *(Please describe)*Using the Go Global Toolkit’s Tariff finder tool, SparkCell has been able to confirm that there is a most favoured nation (MFN) tariff for exports of 850650 (Lithium type primary cells and primary batteries) to Taiwan – of 2.5%. Furthermore, SparkCell will be liable to pay Business tax of 5% on the total value of its products, and a trade promotion service fee (TPF) of 0.04%.SparkCell’s batteries are fully complaint with Taiwan’s safety standards for lithium batteries, successfully obtaining certification for electrical safety, thermal stability and resistance to hazards (e.g. short circuiting and overheating). |
| **4** | **What potential legal or financial** [**risks**](https://export.business.gov.au/get-started-with-exporting/export-benefits-and-risks) **will you need to manage in your export activities (e.g. ensuring you get paid, protecting your intellectual property, disruptions to your supply chain, handling unanticipated changes in market demand, managing currency fluctuations etc.) and how do you plan to mitigate them?** *(Please describe)*Protecting Intellectual Property: SparkCell continues to invest in copyright, patents and trademarks that are required to safeguard its brand and products when exporting abroad, to minimise risk of someone stealing its IP.Technology Transfer: When entering new partnerships, there is always a risk of forced technology transfer. However, SparkCell has addressed this in its contracts, to retain proprietary know-how while remaining competitive.Currency Fluctuations: SparkCell anticipates a normal amount of fluctuation of the exchange rate of foreign currency. Pending the state of the global economy, SparkCell will sign forward contracts with its prospective partners, to safeguard against substantial foreign exchange fluctuations. |
| **5** | **Why did you** [**select your target**](https://export.business.gov.au/find-export-markets) **export markets?** *(Choose all that apply)** *We have received enquiries from potential customers*
* *The market presents good prospects for our products/services*
* *Looking for opportunities to expand into new markets*
* *We have successfully exported to similar or neighbouring markets*
* *We are pursuing tenders or contracts in the target markets*
* *We have sought advice from the Go Global Toolkit and considered industry body recommendations*
* *We have reviewed Austrade’s Go Global Toolkit to understand the market opportunities and requirements*
* *We are exploring opportunities in Free Trade Agreement (FTA) markets*
* *We are participating in trade promotion programs targeting the specific markets*
* *Changes in the regulatory environment in the market has created potential opportunities for our products/services*
* *Other reasons (please specify)*

The market presents good prospects for our products/services; We are pursuing tenders or contracts in the target markets. |
| **6** | **What is your** [**market entry pathway**](https://export.business.gov.au/find-buyers-and-sales-partners/market-entry-strategies?industry=consumer_products&sector=consumer_products)**?** *(Choose all that apply)** *Direct export to business/consumer*
* *Export via distributor*
* *Attracting visitors to Australia*
* *Export via online channel*
* *Franchising*
* *Licensing*
* *Supporting Australian businesses to grow their exports*
* *Other (please specify)*

Direct export to business/consumer; Export via distributor. |
| **7** | **How will you** [**compete**](https://export.business.gov.au/find-export-markets/competitor-analysis?industry=consumer_products&sector=consumer_products) **in your target markets?** *(Please describe)*Product: SparkCell anticipates that its competitive edge, its advanced 3D structured technology, will draw the interest of potential foreign partners, including larger designers and manufacturers of lithium batteries, seeking to broaden their product offering.Partnerships: By establishing one or more partnerships with major manufacturers, SparkCell hopes to gain a broad range of resources including market insights, distribution networks in the Taiwanese market, and additional manufacturing capabilities.Promotion: To strengthen SparkCell’s brand awareness, we plan to initiate a pilot project: an opportunity for existing EV companies operating in the Taiwanese market to trial our batteries with their products. We anticipate this pilot project will broaden SparkCell’s opportunities to enable it to land a contract with a large manufacturer. We also aim to get trade media coverage of this pilot project. |