



Import-Export Company

Trade international with us

Business Plan [YEAR]



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1.

Executive Summary

Business Overview

Products And Services

The Market

Financial Considerations

Objectives

Mission

Keys to Success



REMEMBER

Before you think about how to start an Import/Export services, you must create a detailed Import Export business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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TIP

Walter Import/Export is a start-up with a mission to provide complete import/export brokerage solutions. This import/export business will be run by owner Ramon Walter as a Limited Liability Company. Its services include purchase contracts, shipping, warehousing, and delivery scheduling. The company will concentrate on special and cultural im

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Business Overview



TIP

Walter Imports will be a limited liability partnership registered in the state of Delaware for tax purposes. Its founder is Mr. Ramon Walter, a former master distributor with Fisher-Mills. Mr. Walter has brought together a highly respected group of individuals who are well versed in foreign trade processes.

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Products And Services



TIP

Walter offers complete import/export brokerage services plus inventory consulting services. As mentioned previously, this includes the following:

- Supplier/buyer identification
- Purchasing, contracting, and consulting

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The Market



TIP

Walter will be concentrating on servicing just two types of clients, the gift shops of Leavenworth, Washington, and the farmers of the Puget Consumers Co-op (PCC). For both market segments, we have secured exclusive contracts or endorsements putting us in a unique position to service these niche firms and their needs.

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Financial Considerations



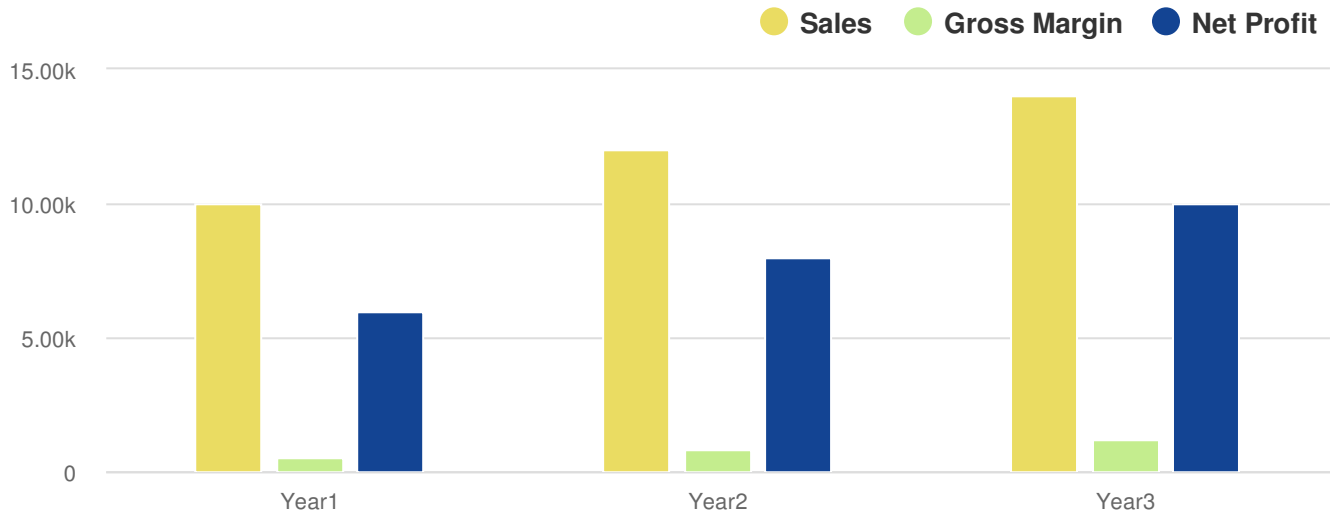
TIP

Start-up assets required include expenses and cash needed to support operations until revenues reach an acceptable level. Most of the company's liabilities will come from outside private investors and management investment, however, we have obtained current borrowing from Bank of America Commercial Investments, the principal to be paid of

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10000	500	6000
Year2	12000	800	8000
Year3	14000	1200	10000

Objectives



TIP

The three-year goals for Walter Imports are the following:

- Achieve break-even by year 2.
- Retain our long-term contracts with local import shops in Leavenworth WA, through excellent customer service.

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Mission



TIP

It is the mission of Walter Imports to provide complete import/export consultation and brokerage services including purchase contracts, shipping, warehousing, and delivery. The company will concentrate on special and cultural imports from Germany and Scandinavia to the unique Bavarian town of Leavenworth, WA. Walter also plans to export apple

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Keys to Success



TIP

Walter Imports keys to long-term and profitability are as follows:

- Differentiate our services to our niche clients so that they realize that we are better able to serve their needs than a more generic competitor
- Keeping close contact with clients and establish

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2.

Business Summary

Overview

Start-up Summary

Funding Required

Company Ownership

Overview



TIP

Walter Imports will be a limited liability partnership registered in the state of Delaware for tax purposes. Its founder is Mr. Ramon Walter, a former master distributor with Fisher-Mills. Mr. Walter has brought together a highly respected group of individuals who are well versed in the various aspects of foreign trade processes.

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Start-up Summary



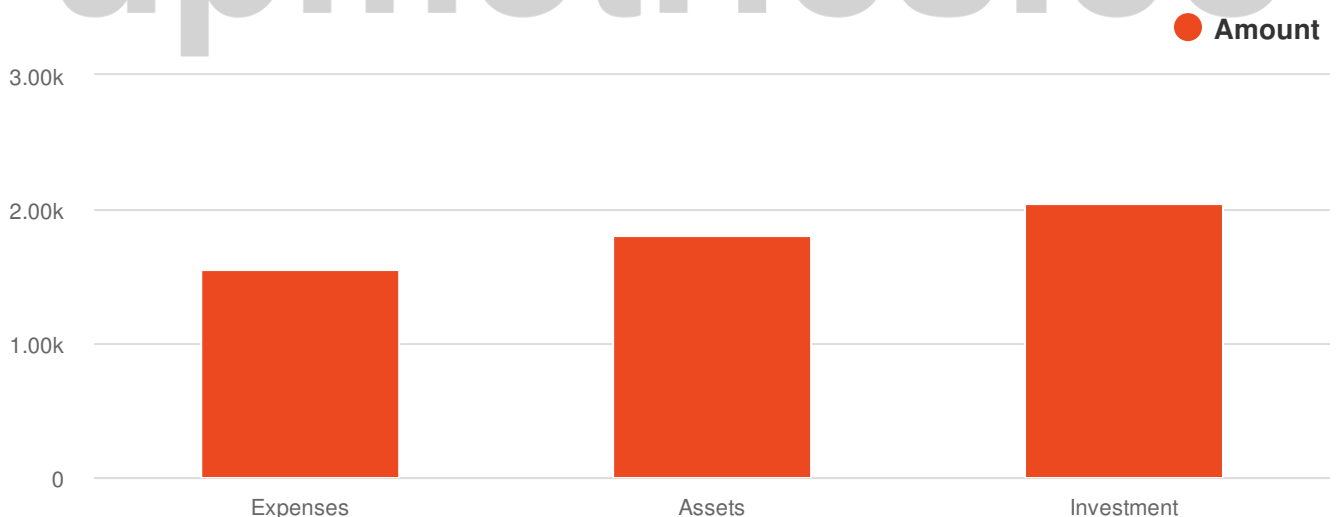
TIP

Start-up assets required include expenses and cash needed to support operations until revenues reach an acceptable level. Most of the company's liabilities will come from outside private investors and management investment, however, we have obtained current borrowing from Bank of America Commercial Investments, the principal to be paid of

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Startup cost



Cost distribution

Amount

Expenses 1550

Assets 1800

Investment 2050

Funding Required

START-UP FUNDING	AMOUNT
Start-up Expenses to Fund	\$21,200
Start-up Assets to Fund	\$63,550
TOTAL FUNDING REQUIRED	\$84,750
Assets	
Non-cash Assets from Start-up	\$25,000
Cash Requirements from Start-up	\$38,550
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$38,550
TOTAL ASSETS	\$63,550
Liabilities and Capital	
Liabilities	
Current Borrowing	\$9,000
Long-term Liabilities	\$12,000
Accounts Payable (Outstanding Bills)	\$2,000
Other Current Liabilities (interest-free)	\$8,000
TOTAL LIABILITIES	\$31,000
Capital	
Planned Investment	
Mr. Ramon Walter	\$15,000
Ms. Hannah Mills	\$13,000
Mr. Steve Iltheus	\$13,000
Mr. Pierce Bolm	\$5,000
Others	\$7,750
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$53,750
The loss at Start-up (Start-up Expenses)	(\$21,200)
TOTAL CAPITAL	\$32,550

START-UP FUNDING	AMOUNT
TOTAL CAPITAL AND LIABILITIES	\$63,550
Total Funding	\$84,750

Company Ownership



TIP

The company will have a number of outside private investors who will own 27% of the company's shares. The rest will be owned by the senior management including Mr. Ramon Walter, (25%), Ms. Hannah Mills (20%), Mr. Steve Iltheus (20%), and Mr. Pierce Bolm (8%). All other financings will come from loans.

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3.

Products and Services



REMEMBER

Before starting an Import Export Business, you must take many things into consideration such as you must consider what types of import/export services will you be providing to your customers. Deciding your services is extremely important since it helps you plan other components of your business so make sure to consider it before you think about how to start

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TIP

Walter offers complete import/export brokerage services plus inventory consulting services. As mentioned previously, this includes the following:

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Services



Supplier/buyer identification



Purchasing process contracting and consulting



Shipping setup



Warehousing arrangements



Delivery



TIP

It must be noted that Walter does not possess any warehousing facilities and intends to outsource this particular service. This means that we will have virtually no variable costs associated with unit sales.

Walter will be importing such things as steins, figurines,

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4.

Market Analysis

Service Business Analysis

Market Segmentation

Competition and Buying Patterns



REMEMBER

The most important component of an effective import-export business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do the market analysis yourself by taking help from this import-export business plan sample or other sample import-export business plans available online.

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TIP

Walter will be concentrating on servicing just two types of clients, the gift shops of Leavenworth, Washington, and the farmers of the Puget Consumers Co-op. For both market segments, we have secured exclusive contracts or endorsements that put us in a unique position to service these niche firms and their more demanding needs.

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Service Business Analysis



TIP

Leavenworth sits in one of the most beautiful areas of Washington State. The area was settled in the 1860s, but it wasn't until the end of the century that the town began to blossom with the arrival of the rail line. The Great Northern Railway Company's tracks through Leavenworth brought with them opportunities for work, commerce, and a new economy.

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Imports

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TIP

Walter has made arrangements to export produce from member farms established by the Puget Consumers Co-op Farmland Fund. The Fund works to secure and preserve threatened farmland in Washington State and move it into organic production. The Fund's primary focus is on large, functional landscapes of local, regional, and statewide importance.

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Exports

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Market Segmentation



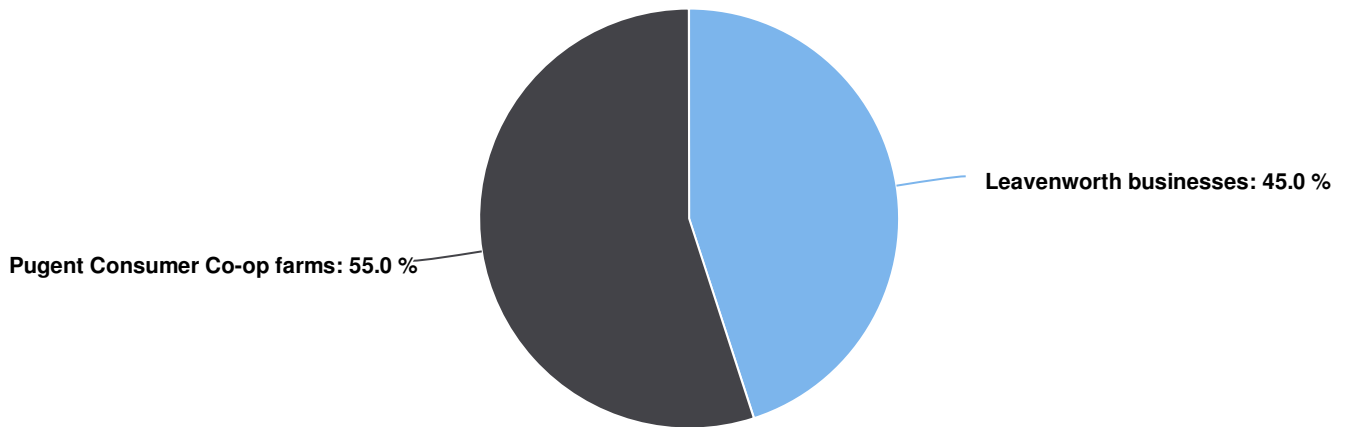
TIP

Walter intends to be a small import/export company focused on clients serving a niche market. Having secured a very advantageous contract with PCC and gained the endorsement of the Leavenworth city council, we plan to focus exclusively on these market segments. Both have such high potential that we do not see a need to expand our market reach for the foreseeable future.

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Market Analysis



Segments

Market share

Leavenworth businesses

45

Pugent Consumer Co-op farms

55

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Leavenworth businesses	1%	34	34	34	34	34	0.00%
Pugent Consumer Co-op farms	5%	72	76	80	84	88	5.14%
Total	3.58%	106	110	114	118	122	3.58%

Competition and Buying Patterns



TIP

The competition includes all potential importing firms that serve small enterprises such as farms and specialty gift shops. Practically speaking, this means the largest import/export firms such as Fisher-Mills, Eagle Distributing, and other large, nationwide companies will not compete with us. Most other companies tend to be regionally focused. The foreign

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Competition

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TIP

Companies usually enter into contracts with import/export firms based on a firm's reputation for professionalism and service. With no proven track record, a star-up import/export company obtains a "good reputation" through its personnel, people who have experience in other businesses in the industry. Price, reliability, and scope are the driving factors for

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Buying patterns and needs

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5.

Strategy and Implementation Summary

Sales Strategy

Marketing Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of an Import business startup and must be properly planned before you think about starting your own Import business.

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TIP

Our firm's business strategy is to enter into a focused or niche market where it can offer a higher standard of service to its specialized clients. This will allow us to charge slightly higher fees to our clients for these differentiated services.

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Sales Strategy



TIP

Walter intends to develop sales by establishing close contact with potential clients. We will begin by offering a free consultation in terms of overall cost, service, and delivery. In addition, we intend to promote our management team's extensive experience both with German gift manufacturers and artisans and our knowledge of the produce trade environment.

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TIP

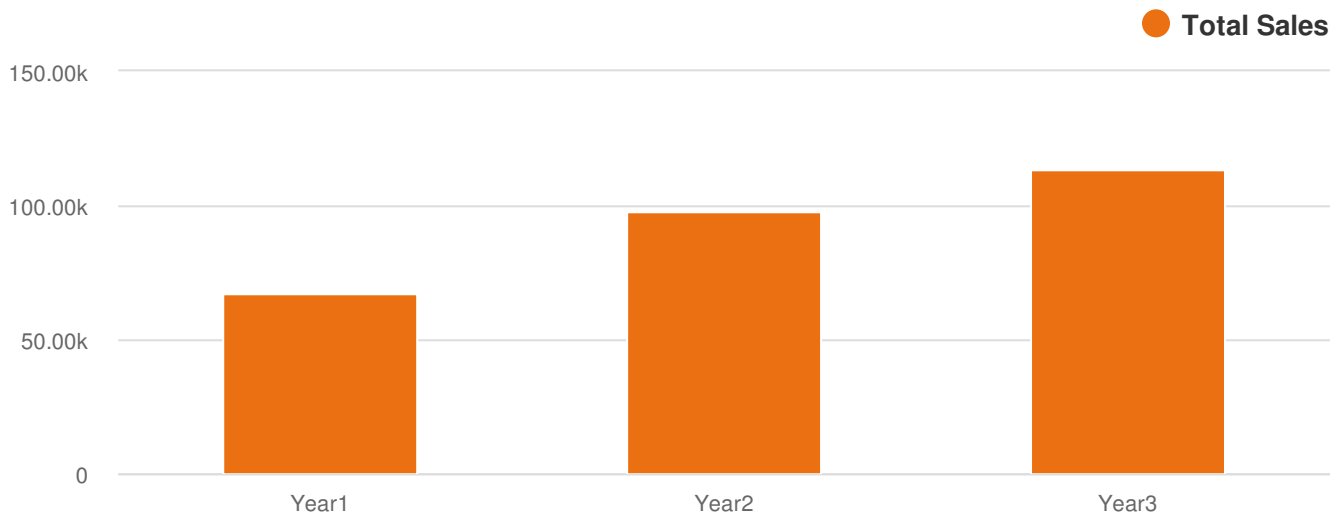
Sales are based on the various contracts we anticipate acquiring in the two market segments. Revenues consist of a commission rate charged to our clients based on the dollar amount of goods moved and include projected average costs plus an undisclosed profit margin. Sales are expected to vary somewhat month to month but are only slightly cyclical.

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Sales Forecast

Start writing here...

Sales Yearly



Financial Year	Total Sales
Year1	66840
Year2	97760
Year3	113402

Marketing Strategy



TIP

Walter intends to leverage its contacts with the Leavenworth city council and the Puget Consumers Co-op in order to draw in new clients. The city council works very closely with local businesses in facilitating all aspects of business management in order to keep tourism flowing. Because of this, Walter has already signed contracts with nine Leavenworth bus

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6.

Management Summary

Personnel



TIP

Company officers include our President, Mr. Ramon Walter, our head of exports Ms. Hannah Mills, and our head of imports, Mr. Steve Iltheus.

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Personnel



TIP

Walter's management brings to the company strong capabilities in all aspects of trade relations, logistics, contracting, and selling.

Mr. Ramon Walter is a former master distributor with Fisher-Mills, one of the nation's largest import/export firms. During his 10 years

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PERSONNEL PLAN	YEAR 1	YEAR 2	YEAR 3
Mr. Ramon Walter - President	\$36,000	\$36,000	\$45,000
Mrs. Hannah Mills	\$36,000	\$36,000	\$45,000
Mr. Steve Iltheus	\$24,000	\$36,000	\$36,000
Other	\$0	\$0	\$0
TOTAL PEOPLE	3	3	3
Total Payroll	\$96,000	\$108,000	\$126,000

7.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of an Import Export business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for startup.

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TIP

Our financial plan anticipates one year of negative profits as we gain sales volume. We have enough investment to cover these losses and have an additional credit line available if sales do not match predictions.

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Important Assumptions

We are assuming approximately 50% sales on credit and average interest rates of 10%. These are considered to be conservative in case our predictions are erroneous. Since Walter is an import/export broker, the firm has no variable costs associated with it.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

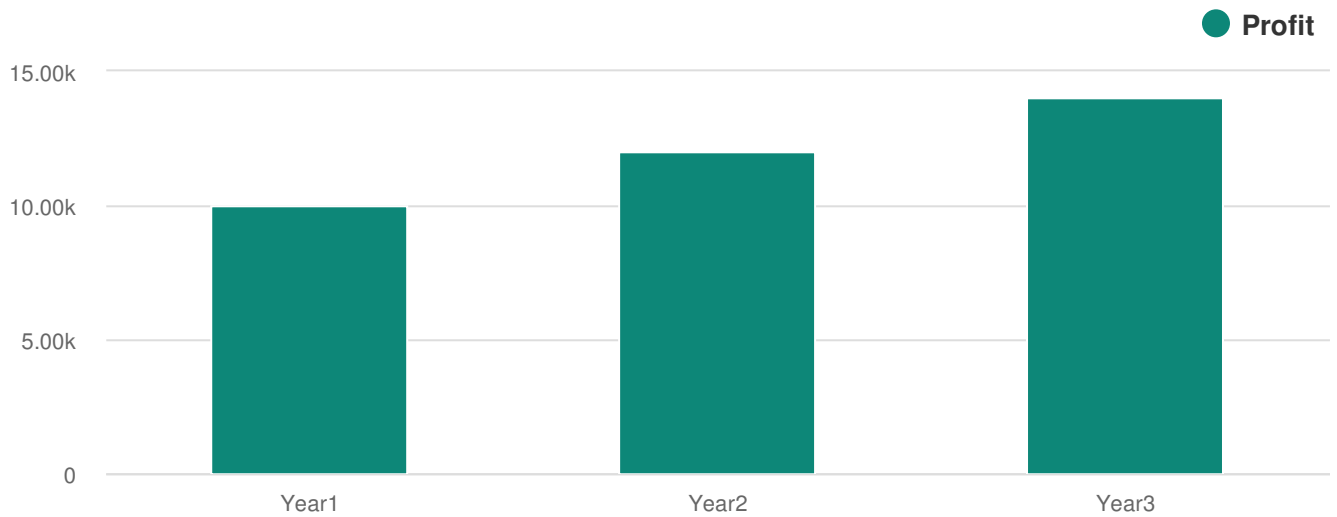
Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

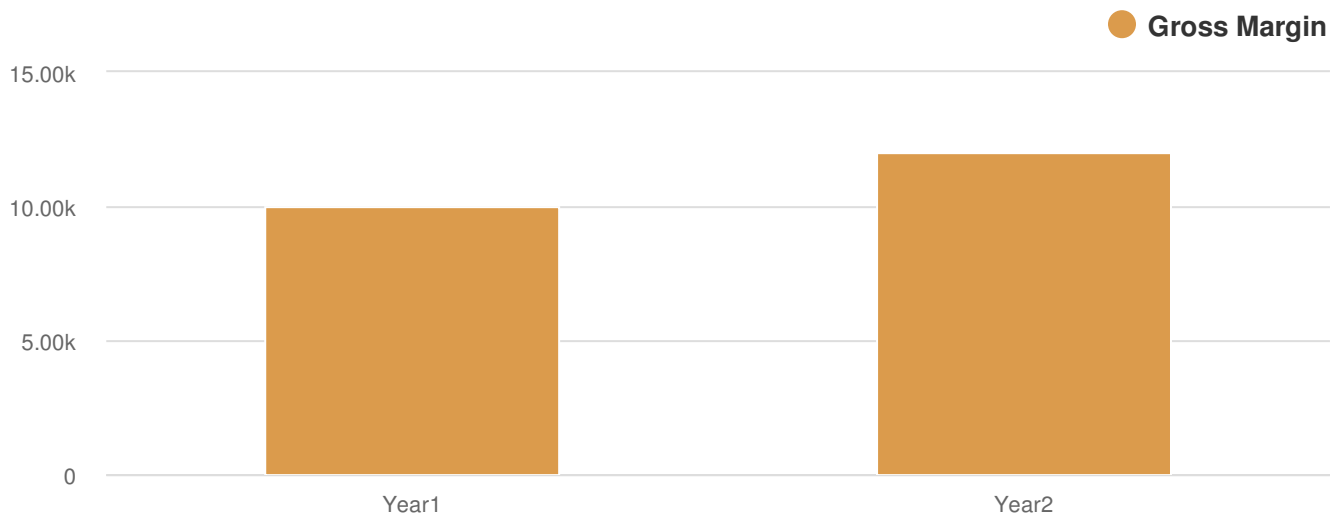
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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