

Import plan

You want to engage in import and profit from foreign markets. Are your ideas feasible?

The import plan helps you to put things into perspective: the opportunities, possibilities, and risks. Is your business ready to start importing, do you know the rules and regulations you will be dealing with, and how will you approach the market?

Basic business information

Trade name:

Address:

Business location:

Branch(es):

(number, geographical location, holding structure)

Company description:

(origin, turnover, staff)

Activities:

(which products/services does your company offer, what makes them unique, lifecycle)

Description of customer / target group:

Position on Dutch market:

(market description, market share)

International activities:

(knowhow, experience, existing / previous international activities)

Orientation

Reason to start importing:

(for example better prices, product not available on the Dutch market, demand for product, turnover growth, risk-spreading, legal regulations)

How will you import:

(as an importer, distributor, or agent.

Choice affects product liability)

- [Importer or agent](#)

Information required from organisations / experts such as:

- [KVK.nl/international-trade/](https://www.kvk.nl/international-trade/)
- www.vnhi.nl

Internal analysis

Your company's strengths:

(costing, marketing, logistic knowhow, proficiency in languages, knowledge and experience, business operations, financial reserves for initial costs, market research, pre-financing, product adaptation, storage capacity)

Your company's weaknesses:

(costing, marketing, logistic knowhow, proficiency in languages, knowledge and experience, business operations, financial reserves for initial costs, market research, pre-financing, product adaptation, storage capacity)

External analysis

Market research for the product(s) and distribution channels (for example, sectoral information on bank websites, CBS import statistics, and sector organisations' research data)

Import country (= the Netherlands):

(demographics, geography, economy, politics)

The market:

(how and where to sell, what are the possibilities)

- www.cbi.eu/market-information

Marketing mix:

(price, product, place, promotion, personnel)

Competition:

(direct and/or indirect competition, national or international)

Check with sector organisations

Target group:

(customer description, do you provide to consumers or businesses, sector information)

Specific properties of target market:

(buying behaviour, requirements as to price, quality, service, and product adaptations)

Transport

Transport costs:

(national and international)

- www.fenex.nl
- www.transportnet.nl
- www.transportguiderotterdam.com
- www.rotterdamtransport.com/

Type of transport:

(road, waterway, air, rail)

Timing:

(as regards delivery terms)

Packaging:

(transport packaging, commercial packaging, labelling requirements)

- [Dutch rules on packaging | Business.gov.nl](#)

Paperwork / import documents:

(import licence, invoice, certificates of origin, packing slip, certificates, other documents)

- [Import documents](#)

Customs:

(customs duties and other levies, clearance, customs forwarder)

- [Tariff \(Belastingdienst\)](#)
- www.fenex.nl
- KVK.nl/english/international-trade/reduce-import-duties-with-eur1-and-eur-med/

Finances

Payment:

(payment form, term, securities, legal payment provisions of foreign government, free cash movement, foreign and domestic banking fees)

- [Import payments](#)

Insurance:

(goods / transport insurance, storage insurance, product liability insurance)

- [Dutch international transport insurance | Business.gov.nl](#)

Currency:

(rate fluctuations, prevalence)

- [Foreign currencies and import payments](#)

Financing:

(financial reserves for initial costs, market research, pre-financing, product adaptation)

- [Financing your business | Business.gov.nl](#)

Legal

Your role:

Importing as

- an importer (sales contract)
- a distributor (distribution contract)
- an agent (agency contract)

Legal matters when doing business abroad

General terms and conditions:

(warranty term, retention of ownership,
language of the terms and conditions)

- General terms and conditions (kvk.nl)

Delivery conditions:

- Incoterms® 2020, everything you need to know

Product and safety requirements:

(CE marking, ISO, Commodities Act,
information from sector organisations)

- CE marking checklist
- Access2Markets
- Commodities Act
- Import product requirements

Liability:

(product liability, legal support)

Dutch, European, international law

(qualified court, choice of law)

Inserts, packaging, labelling:

(language)