

PROMOVE Comércio

Mozambique

Export Market Analysis

Webinar

30. November 2021

Wolfgang Wiegel

United Nations Industrial Development Organization (UNIDO)



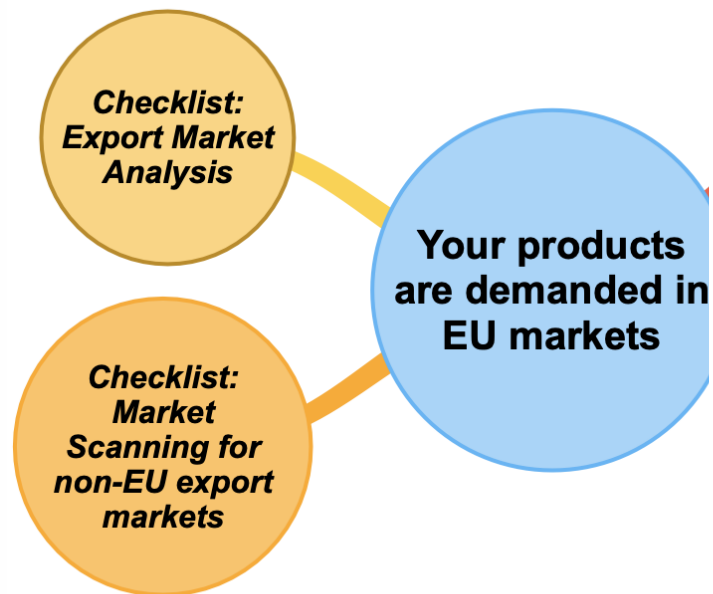
The Export Market Analysis:

- Which target market ?
- Which segmentation ?
- Which channel ?
- Which products ?
- Which client value ?

**Your products
are demanded in
EU markets**

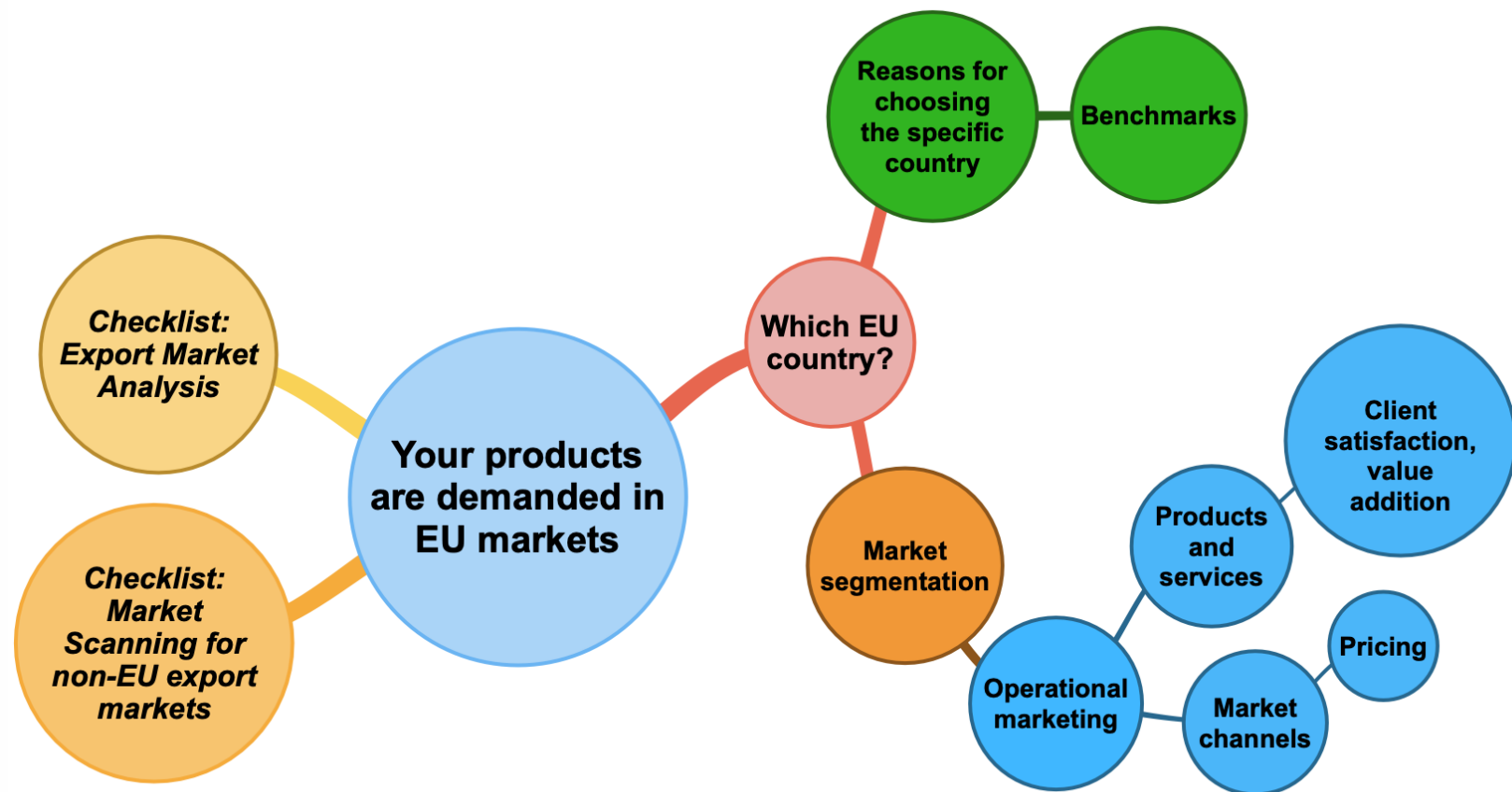
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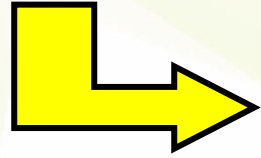
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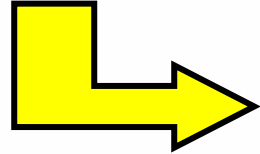


From Screening to Monitoring

MARKET SCREENING



MARKET RESEARCH



MARKET MONITORING

Who is responsible in your company?

- (Export) Marketing department and trained marketeers in your company
- Contracted external market research consultants (national or international)

Many resources available:

- Regular market feedback from importers and trade partners, sales staff
- Internet research and export help websites
- Regular market presence and trade fairs
- Sector institutions, BDS services and networking platforms,
- International chambers or importers' sites, B2B sales platforms

Market Screening and Scanning

| General framework conditions | Export marketing conditions | Product requirements | Cost – Benefit optimization |
|--|---|--|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> <i>Political conditions, trade policy and agreements</i> <input type="checkbox"/> <i>Legal (import) restrictions</i> <input type="checkbox"/> <i>Country credit worthiness, /country rating</i> <input type="checkbox"/> <i>Monetary risks or other hindrances</i> <input type="checkbox"/> <i>Tariff and non-tariff barriers</i> | <ul style="list-style-type: none"> <input type="checkbox"/> <i>Price and quality level of national industry</i> <input type="checkbox"/> <i>Competitive situation</i> <input type="checkbox"/> <i>Sales options</i> <input type="checkbox"/> <i>Market potential</i> <input type="checkbox"/> <i>Market development</i> <input type="checkbox"/> <i>Transport costs</i> | <ul style="list-style-type: none"> <input type="checkbox"/> <i>Legal requirements</i> <input type="checkbox"/> <i>Safety / Health</i> <input type="checkbox"/> <i>Warranties</i> <input type="checkbox"/> <i>Packaging</i> <input type="checkbox"/> <i>Labeling</i> <input type="checkbox"/> <i>Product safety</i> | <ul style="list-style-type: none"> <input type="checkbox"/> <i>Best fit for export product</i> <input type="checkbox"/> <i>Easy access (language, culture)</i> <input type="checkbox"/> <i>Best comparable prices</i> <input type="checkbox"/> <i>Best comparable margins</i> <input type="checkbox"/> <i>Best suitable channels</i> <input type="checkbox"/> <i>Best cost/benefit ratio</i> |

Selection process

–

facing out countries

–

focusing

Screen and Research of Market Macro Data



COLLECT DATA *Market scan* *Market research and analysis*

- Macro trade data and statistics
- Overall market trends (EU 27, other European countries)
- Market briefs with specific focus (healthy food trends, organic foods)

→ [EUR-Lex, Summary of EU legislation on food safety](https://eur-lex.europa.eu/summary/chapter/3010.html)

<https://eur-lex.europa.eu/summary/chapter/3010.html>

→ [EU agricultural market briefs, organic products](https://ec.europa.eu/info/sites/default/files/food-farming-fisheries/farming/documents/agri-market-brief-18-organic-imports_en.pdf)

https://ec.europa.eu/info/sites/default/files/food-farming-fisheries/farming/documents/agri-market-brief-18-organic-imports_en.pdf

→ [EU information website on EU agri-food markets](https://agridata.ec.europa.eu/extensions/DataPortal/trade.html)

<https://agridata.ec.europa.eu/extensions/DataPortal/trade.html>

→ [EPA SADC agri-food trade statistics](https://ec.europa.eu/info/sites/default/files/food-farming-fisheries/farming/documents/agrifood-epa-sadc_en.pdf)

https://ec.europa.eu/info/sites/default/files/food-farming-fisheries/farming/documents/agrifood-epa-sadc_en.pdf

→ [EU policy EPA and SADC](https://ec.europa.eu/trade/policy/countries-and-regions/regions/sadc/)

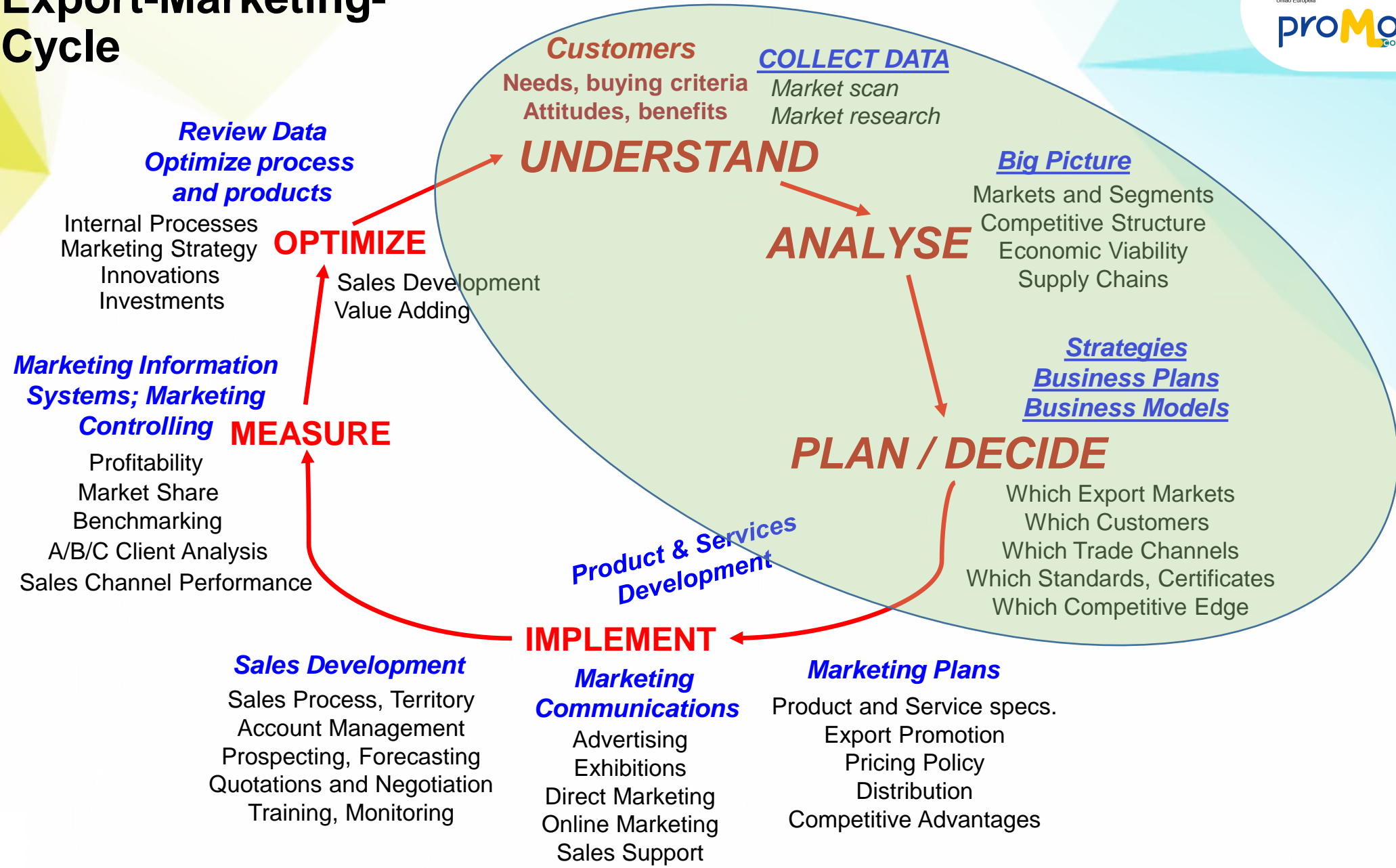
<https://ec.europa.eu/trade/policy/countries-and-regions/regions/sadc/>

→ [Eurostat – multiple EU statistics](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Africa-EU_-_international_trade_in_goods_statistics)

https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Africa-EU_-_international_trade_in_goods_statistics

Many “macro data”
resources available
for free use
(some examples)

Export-Marketing-Cycle



Market Research – some Key Aspects



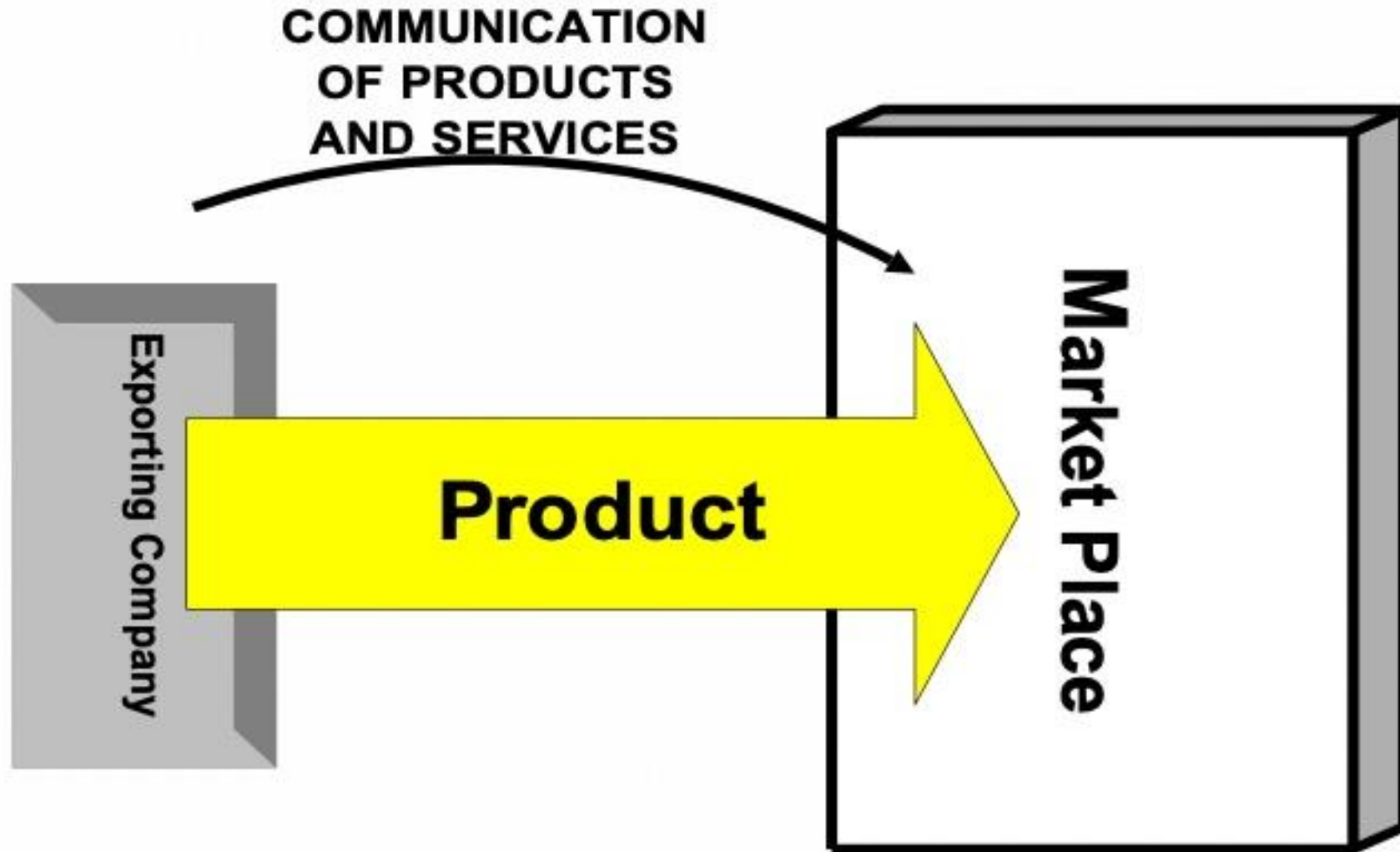
Systematic gathering of market information, its proper analysis and utilization of analysis data is key for defining a successful export marketing strategy.

It is a management responsibility to invest time, efforts and resources for finding and analysing suitable information from potential target markets.

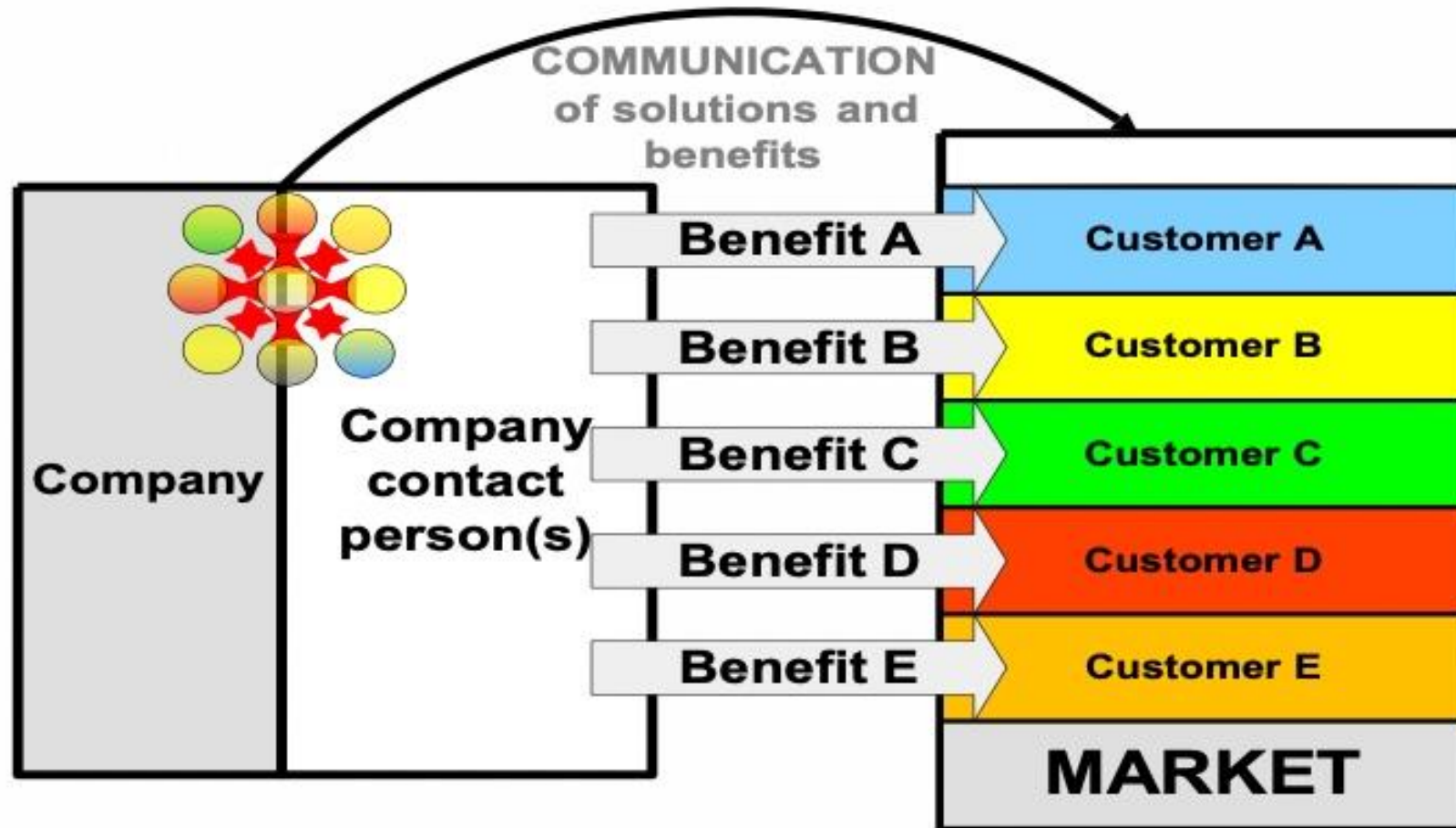
For taking informed decisions, management must have as much as possible input on market realities. A broad range of information from different sources is useful.

Decision-taking that is based on broad export market information will have impact to business results in terms of export performance, terms of sales, profitability.

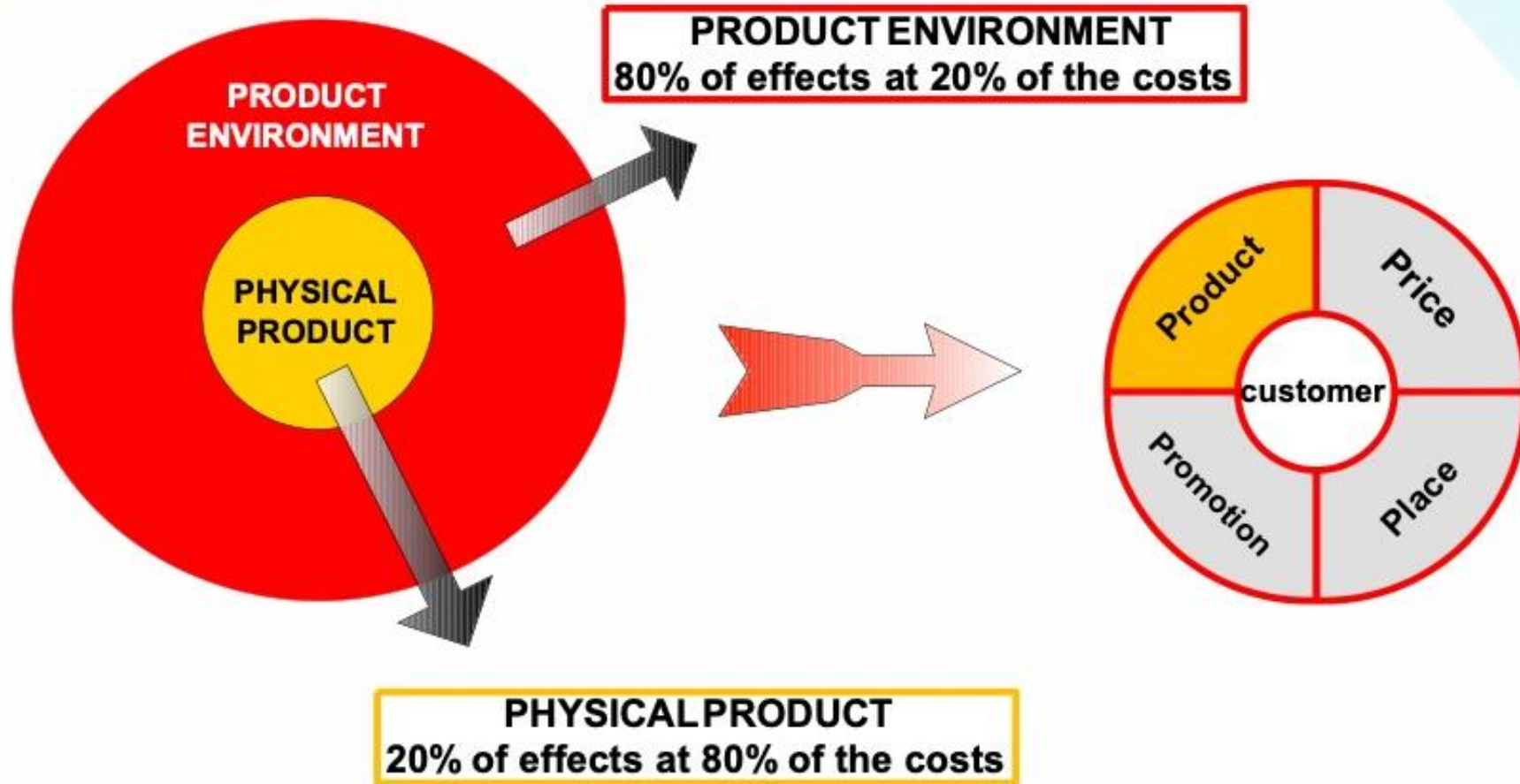
The Old Paradigm



The New Paradigm – Customer oriented Approach



Combination of Product – Product Environment – Services



Export Market Analysis

| | |
|-----------------------------------|---|
| Market Profile | - Market characteristics for the products growth rates, structural changes, potential market/product segments, alternative trends at markets, Consumer trends, price segments |
| Competitive Profile | - Distribution methods competitors' landscape, competitive strength of main competitors, own competitive edge |
| Distribution Profile | - Current distribution channels and methods Optional or alternative distribution channels, Structural limitations and best fit for exporter, differentiating channel costs, Export clients' supply chain requirements, B2B contacts, trade fairs |
| Export country regulations | - Product related in addition: transport related, Storage related, packaging and labelling related, food safety regulations and traceability issues, quality and certification related |

Market Research and Information Tools

Overview of selected primary information sources for export to the EU



The screenshot shows the ITC website with the following elements:

- Browser address bar: www.intracen.org/itc/about/
- Navigation menu: HOME, ABOUT ITC, GLOBAL GOALS, PROJECTS, SECTORS, MARKET INFO & TOOLS, PUBLICATIONS, EVENTS, NEWS, COUNTRIES / TERRITORIES
- Dropdown menu for 'MARKET INFO & TOOLS': Market analysis tools, Market information, ITC library, E-learning
- Main content: 'About ITC' section with a video player and text: 'The International Trade Centre (ITC) is the only development agency that is fully dedicated to supporting the internationalization of small and medium-sized enterprises (SMEs). This means that the agency enables SMEs in developing and transition economies to become more competitive and connect to international markets for trade and investment, thus raising incomes and creating job opportunities, especially for women, young people, and poor communities. Established in 1964, the International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC Mission: ITC's mission is to foster inclusive and sustainable economic development, and contribute to achieving the United Nations Global Goals for Sustainable Development. ITC works towards creating 'trade impact for good'. ITC Goals: Strengthen the integration of the business sector of developing countries and economies in transition into the global economy.'

Source: ITC

The navigation menu contains the following items:

- MARKET INFO & TOOLS
 - Market analysis tools
 - Market information
 - ITC library
 - E-learning
- PUBLICATIONS
 - Commercial diplomacy: Secrets of success for business growth abroad
 - Identify investment-ready small firms: SMECO 2019
 - Women Shaping Global Economic Governance: Aid for Trade 2019

<https://www.intracen.org/itc/about/>

<https://www.trademap.org/Index.aspx>

Market Research and Information Tools

Overview of selected primary information sources for export to the EU



The screenshot shows the CBI website interface. At the top, there is a navigation menu with links for Home, Market information, Projects, News, Events, and About CBI. Below the menu is a large banner celebrating CBI's 50th anniversary, featuring an illustration of a man holding a scale and a woman looking through a telescope, with a globe in the background. The text on the banner reads 'CBI celebrates 50 years'. Below the banner, there is a section titled 'CBI is the Centre for the Promotion of Imports from developing countries' with a brief description of their mission. At the bottom, there are four columns, each with a heading and a 'Learn more' button: 'Export to Europe', 'Market information', 'Import opportunities', and 'Collaborate with us'.

Market information

Do you want to export your product to Europe? Doing market research is the first step. To help you, we have done research on important questions about the European market. Per sector and product group, you will find important market information. Enter the European market with confidence.

 Grains, Pulses and Oilseeds

 Fish and Seafood

 Processed Fruit and Vegetables and Edible Nuts

 Natural Food Additives


 Natural Ingredients for Cosmetics

 Natural Ingredients for Health Products

 Coffee

 Cocoa and Cocoa Products

 Spices and Herbs

 Fresh Fruit and Vegetables

 Apparel

 Home Decoration and Home Textiles

 Tourism

 Outsourcing (ITO/BPO)

<https://www.cbi.eu>

Market Research and Information Tools

Overview of selected primary information sources for export to the EU



The screenshot shows the 'Import into the EU' page on the European Commission website. The page title is 'Import into the EU' and the breadcrumb trail is 'Home > Trade > Import and export rules > Import into EU'. The main content area is titled 'Helping companies to source products from outside the EU' and provides information on EU tariffs and other measures. A sidebar on the left contains a navigation menu with categories like 'Trade', 'Policy', 'Import and export rules', 'Export from EU', 'Import into EU', and 'Trade policy and you'. The page also features social media links for LinkedIn, Facebook, and Twitter, and a 'Latest documents' section with a link to 'More documents on Import into EU'.

The screenshot shows the 'Access2Markets' website home page. The page title is 'Access2Markets' and the breadcrumb trail is 'Home > Goods > Services > Investment > Markets > Toolbox > Contact'. The main content area is titled 'My Trade Assistant' and includes a search form with fields for 'Product name or HS code', 'Country from', and 'Country to'. Below the search form, there is a section titled 'Exporting from the EU, importing into the EU - all you need to know' which lists product-by-product information on tariffs & taxes, rules of origin, product requirements, customs procedures, trade barriers, and statistics. A video player is visible on the right side of the page, and a 'Meet ROSA' button is at the bottom right. The footer contains six icons representing different services: Rules of origin, Trade agreements, Statistics, Company stories, Focus on SMEs, and Public procurement.

<https://ec.europa.eu/trade/import-and-export-rules/import-into-eu/>

<https://trade.ec.europa.eu/access-to-markets/en/home>

Market Analysis and Information Tools

information sources for Fishery and Aquaculture Products in the EU



The European Market Observatory for fisheries and aquaculture (EUMOFA) is a market intelligence tool on the European Union fisheries and aquaculture sector, developed by the European Commission. It aims to increase market transparency and efficiency, analyses EU markets dynamics, and supports business decisions and policy-making. EUMOFA enables direct monitoring of volumes, values and prices of fisheries and aquaculture products, from the first sale to retail stage, including imports and exports. Data are collected from EU countries, Iceland, Norway, United Kingdom and from EU institutions and updated every day.

EUMOFA's monitoring reports on the impacts of the COVID-19 crisis can be accessed [here](#). Starting from November, regular updates are no longer released bi-weekly, but are included in EUMOFA's Monthly Highlights.



Menu

- The EU market overview
- Data
- Studies and reports

Leave your feedback

Did you find what you were looking for?

Latest data updates

| | Week 44-2021 | Week 45-2021 | % variation |
|--|--------------|--------------|-------------|
| Atlantic cod, gutted, size 1 in Thyborøn (Denmark) | €/Kg | €/Kg | |
| European hake, gutted, size 2 in Lorient (France) | 3,88 | 3,29 | -15,2% |
| Atlantic herring, whole, size 7a in Ventspils (Latvia) | 0,29 | 0,28 | -4,4% |
| Common octopus, whole in Matosinhos (Portugal) | 8,78 | 7,75 | -11,7% |
| Lemon sole, gutted, size 2 in Grimsby (United Kingdom) | | | |

Latest publications

The EU Fish Market 2021 | Monthly Highlights N. 09-2021 | Portion trout in the EU

News

- EUMOFA News Digest n.11 / 2021
 - 'The EU Fish Market' 2021 edition is now online
 - EUMOFA News Digest n.10 / 2021
-

<https://www.eumofa.eu/pt/the-eu-market>

EU Market Research Examples from Primary Sources



Many market information service links are free-of-charge



→ [ITC trade map, trade statistics for international business development](https://exportpotential.intracen.org/en/)

<https://exportpotential.intracen.org/en/>

→ [ITC Export potential for agri-food products from Mozambique](https://exportpotential.intracen.org/en/products/tree-map?fromMarker=i&exporter=508&toMarker=w&market=w&whatMarker=k)

<https://exportpotential.intracen.org/en/products/tree-map?fromMarker=i&exporter=508&toMarker=w&market=w&whatMarker=k>



→ [EU export trade Information by CBI Netherlands](#)



→ [CBI example on market Information Moringa products](https://www.cbi.eu/market-information/natural-ingredients-health-products/moringa)

<https://www.cbi.eu/market-information/natural-ingredients-health-products/moringa>

Market Visits, Trade Fairs

Direct research and visit to markets and trade fairs
(selection below)

→ **BIOFACH**, Germany
<https://www.biofach.de>

BIOFACH2022
into organic

VIVANESS2022
im Verbund mit into natural beauty

1,442 international exhibitors
15.-18.02.2022

→ **Grüne Woche**, Germany
<https://www.gruenewoche.de/en/>

GRÜNE WOCHE
International
Green Week Berlin
21–30 January 2022

1,800 international exhibitors

→ **ANUGA**, Germany
<https://www.anuga.de/>



7,972 international exhibitors
07.-11.10.2023

→ **Foodexpo**, Greece
<https://foodexpo.gr/en/>



1,350 international exhibitors

Market Visits, Trade Fairs

Direct research and visit to markets and trade fairs

→ **TUTTOFOOD**, Italy
<https://www.tuttofood.it>

TUTTOFOOD
MILANO

1.072 international exhibitors
08.-11.05.2023

→ **SIAL**, France
<https://www.sialparis.com>

SIAL
INSPIRE FOOD BUSINESS

Biennial, 15.-19.10.2024
Exhibitors/visitors from over 200 countries

Market Visits, Trade Fairs



Links for EU-wide food product trade fairs

Published by:

JETRO Japan External Trade
Organization

<https://www.jetro.go.jp/en/database/j-messe/industry/agriculture/002/europe/>

**Food Processing Industries
Trade Shows in Europe
2021 - 2022**

https://www.eventseye.com/fairs/zst1_trade-shows_europe_food-processing-industries.html

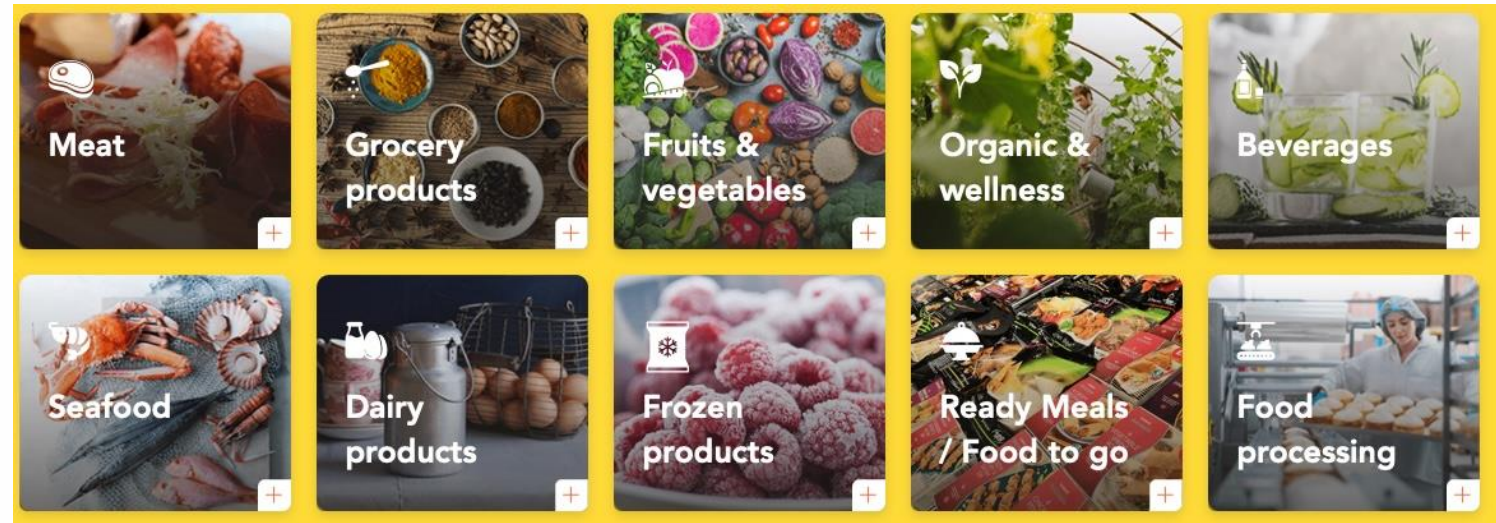
Researching Food Sector Trends

Current 7 Food Trends according to ANUGA

ANUGA is one the leading trade fairs in the EU concerning product innovations, new potentials, food trends

| | | |
|---------------------------|-------------------------------|----------------------------------|
| Alternative Meat Proteins | Free from & Health Foods | Sustainably produced or Packaged |
| Clean Label | Plant-Based Proteins or Foods | |
| Convenience & Snacking | SuperFoods & ancient Grains | |

SIAL considers typical key sectors in the global food industry



EU Market Research and Analysis – Example NUTS and GRAINS



TRADE MAP

Trade statistics for international business development
Monthly, quarterly and yearly trade data. Import & export values, volumes, growth rates, market shares, etc.

Define your export product according to the HS code

The **ITC Trade Map** covers 220 countries and territories and 5300 products of the Harmonized System (HS)

<https://www.trademap.org/>

- 0801 - Coconuts, Brazil nuts and cashew nuts, fresh or dried, whether or not shelled or
- 080121 - Fresh or dried brazil nuts, in shell
- 080122 - Fresh or dried brazil nuts, shelled
- 080131 - Fresh or dried cashew nuts, in shell
- 080132 - Fresh or dried cashew nuts, shelled
- 0802 - Other nuts, fresh or dried, whether or not shelled or peeled (excluding coconuts,
- 080260 - Macadamia nuts, fresh or dried, whether or not shelled or peeled
- 080261 - Fresh or dried macadamia nuts, in shell
- 080262 - Fresh or dried macadamia nuts, shelled
- 080270 - Fresh or dried kola nuts "Cola spp.", whether or not shelled or peeled
- 080280 - Fresh or dried areca nuts, whether or not shelled or peeled



Aiesto

Selection

Cashewkerne
naturbelassen



Von Natur aus:

- Protein-Quelle
- Magnesium-Quelle
- Reich an ungesättigten Fettsäuren



Nährwerte

| | ø/100 g | ø/Portion 30 g | % RI |
|--|------------------|-----------------|------|
| Energie | 2488 kJ/600 kcal | 747 kJ/180 kcal | 9 % |
| Fett | 47,6 g | 14,3 g | 20 % |
| davon gesättigte Fettsäuren | 9,0 g | 2,7 g | 14 % |
| davon einfach ungesättigte Fettsäuren | 29,7 g | 8,9 g | |
| davon mehrfach ungesättigte Fettsäuren | 8,9 g | 2,7 g | |
| Kohlenhydrate | 19,8 g | 5,9 g | 2 % |
| davon Zucker | 6,5 g | 2,0 g | 2 % |
| Ballaststoffe | 5,2 g | 1,6 g | |
| Eiweiß | 20,5 g | 6,2 g | 12 % |
| Salz | 0,02 g | 0,01 g | <1 % |

RI (reference intake) = Referenzmenge für einen durchschnittlichen Erwachsenen (8400 kJ/2000 kcal)

| Mineralstoffe | ø/100 g | % NRV |
|---------------|---------|-------|
| Magnesium | 260 mg | 69 % |

NRV (nutrient reference values) = Nährstoffbezugswerte

Inhalt ergibt ca. 6,5 Portionen à 30 g.
Die Analysenwerte unterliegen den bei Naturprodukten üblichen Schwankungen.

*GfK Consumer Panel FMCG, Bruttostichprobe 30.000 Haushalte (HH), Okt. 19-Sep. 20, Meistverk. (Absatz in Tonnen) in Nüsse/Kerne/Studentenfutter (n=26.434 Käufer-HH). Fortlaufend, elektronische Erfassung privaten Konsums. Repräsentiert durch Gewichtung und Hochrechn. alle HH Deutschlands (Haush.-Führung ab 16 J.).

200 g e



Vor Wärme schützen und trocken lagern.
Ungeöffnet mindestens haltbar bis:

12.07.2022
L1 258C1306 09:23

Solent GmbH & Co. KG,
David-Hanseman-Strasse 1-25,
D-52531 Übach-Palenberg

Das Verpackungsmaterial dieses Produktes wurde seit 2018 um 18% reduziert.

RICHTIG ENTSORGEN

Beutel

LDPE/OPP/PET Verbundstoff

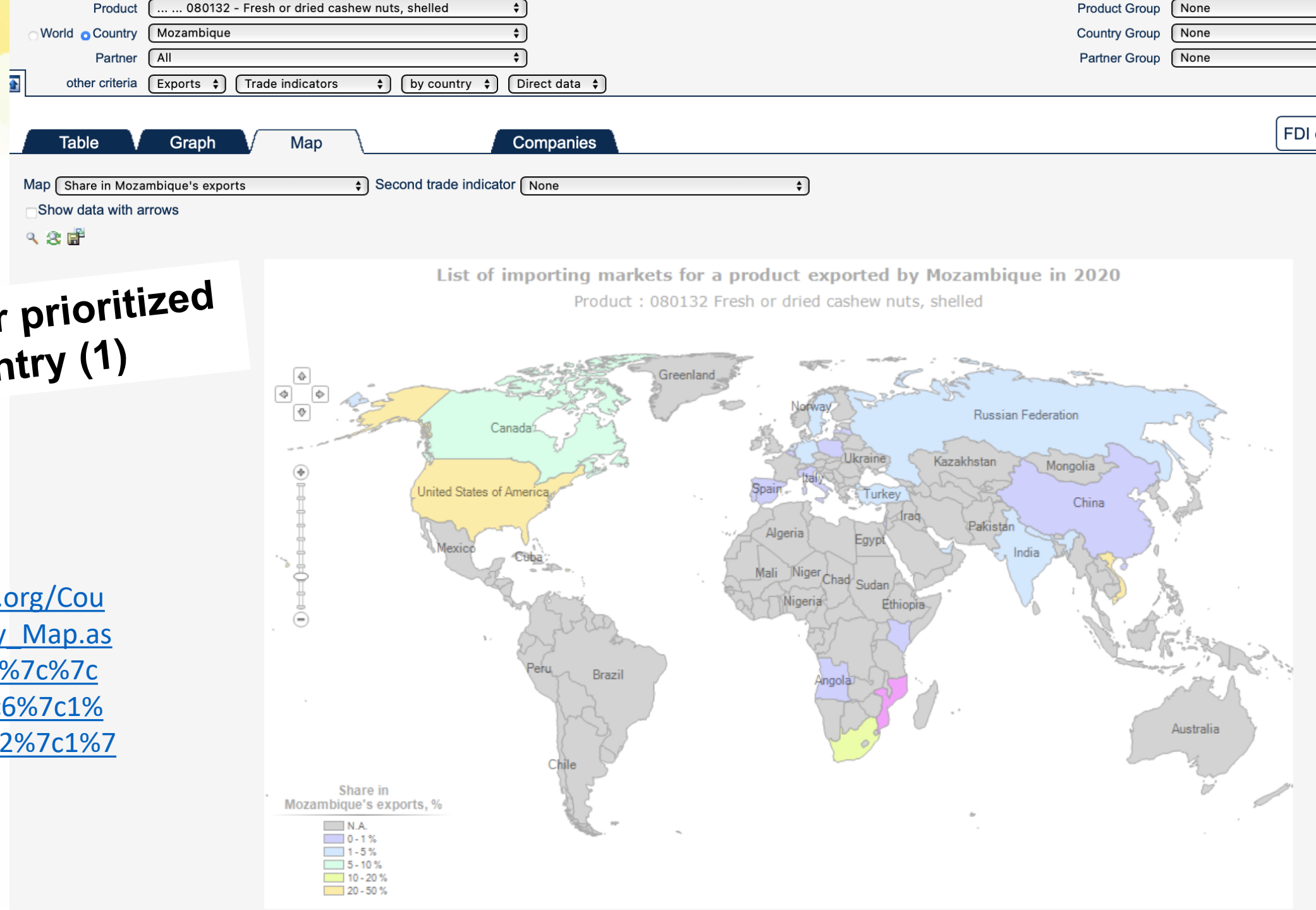
Lokale Entsorgungsmöglichkeiten beachten

Weitere Informationen finden Sie unter: lidl.de/Verantwortung

Determine your prioritized EU export country (1)

https://www.trademap.org/Country_SelProductCountry_Map.aspx?nvpm=1%7c508%7c%7c%7c%7c080132%7c%7c%7c6%7c1%7c1%7c2%7c1%7c1%7c2%7c1%7c1%7c3

Source: ITC



Determine market potential in priority markets

The European market potential for cashew nuts

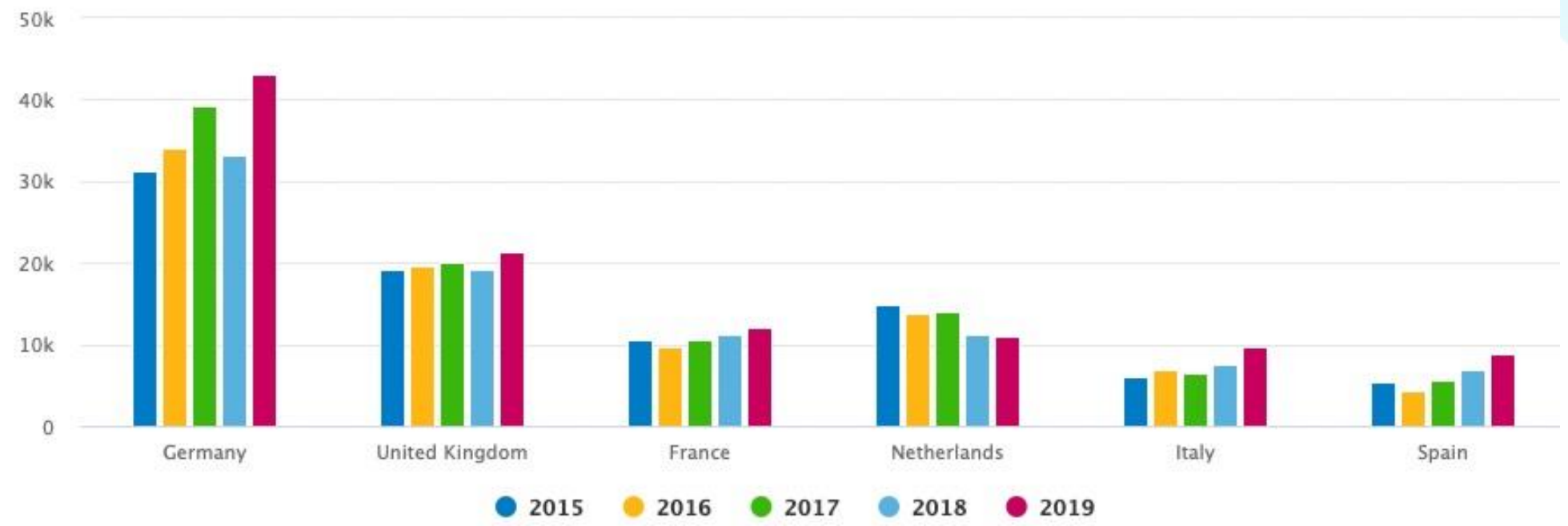
Market Information | Study published on: 2021-02-22

In the long term, the European market for cashew nuts is expected to show stable growth. This growth is likely to be driven by changes in the consumption patterns of European consumers, including the...

<https://www.cbi.eu/market-information/processed-fruit-vegetables-edible-nuts/cashew-nuts/market-potential>

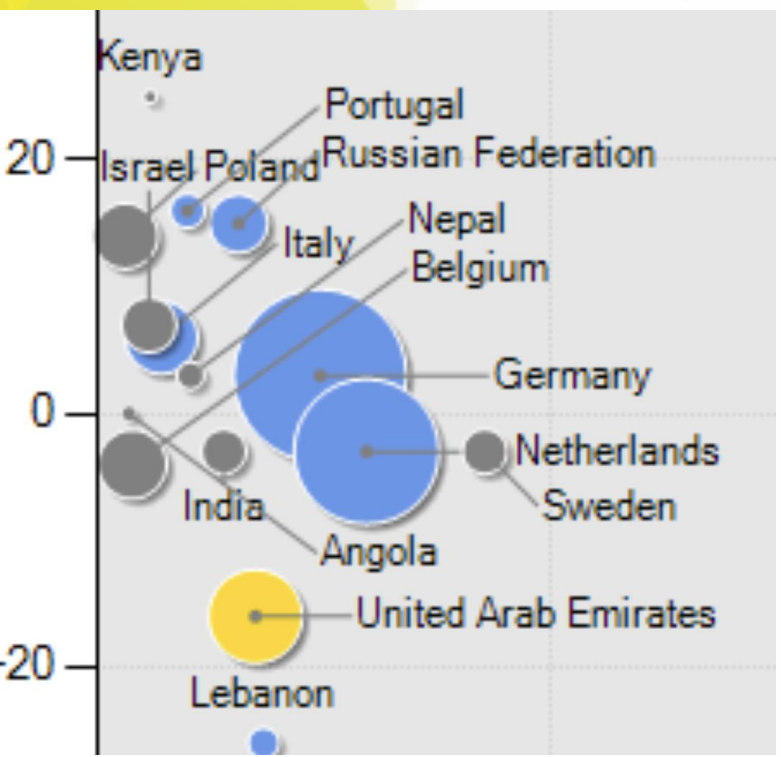
<https://www.cbi.eu/market-information/processed-fruit-vegetables-edible-nuts/cashew-nuts/market-potential>

Main European consumers of cashew nuts

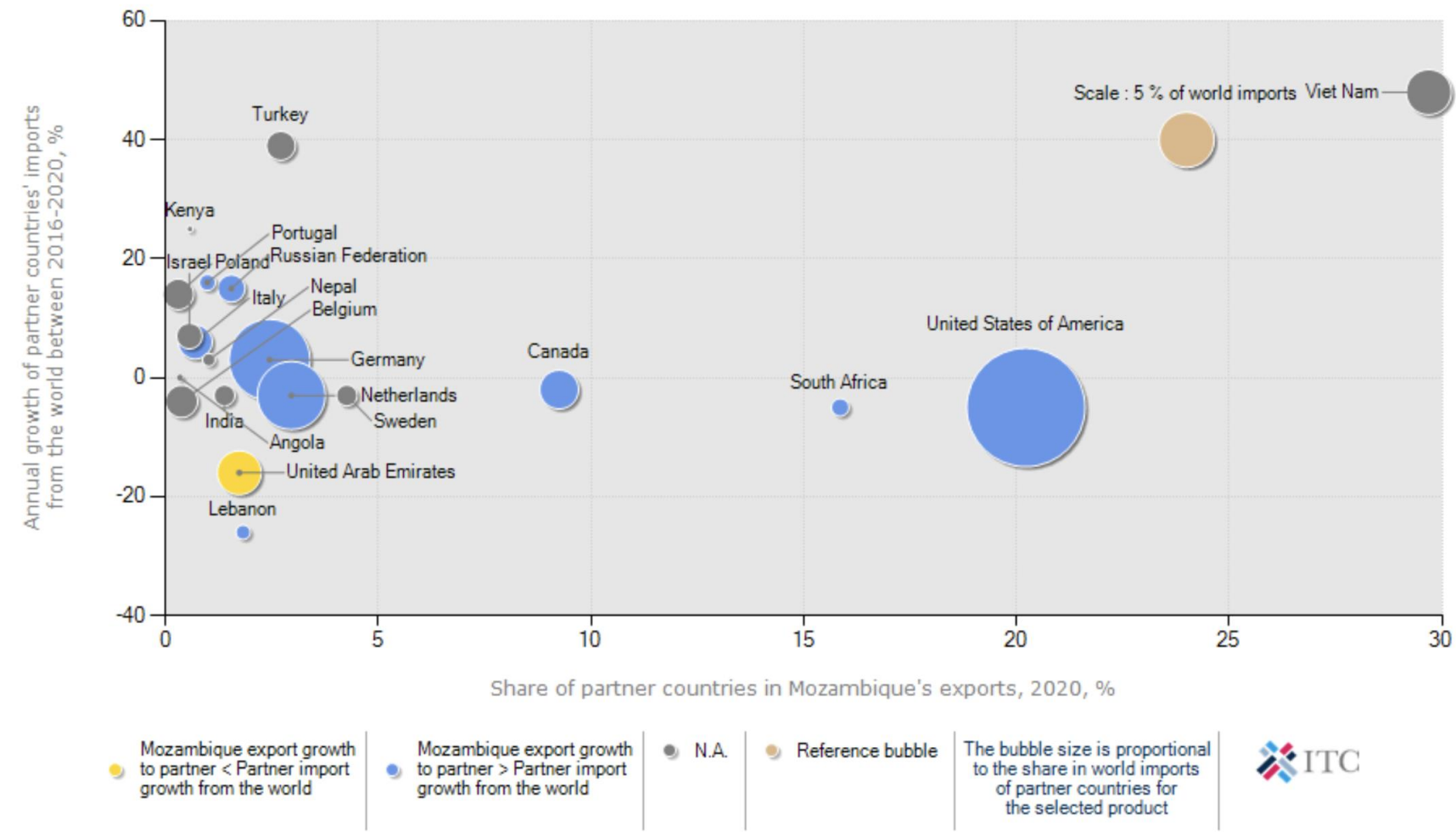


Source: CBI.eu

Compare market sizes and export potential



Prospects for market diversification for a product exported by Mozambique in 2020
Product : 080132 Fresh or dried cashew nuts, shelled



Netherlands
 Share of Netherlands in Mozambique's exports : 2.96 %
 Annual growth Netherlands's imports : -3 %
 Share in world imports : 7.99 %
 Netherlands import growth from the world < Mozambique export growth to Netherlands

Germany
 Share of Germany in Mozambique's exports : 2.45 %
 Annual growth Germany's imports : 3 %
 Share in world imports : 11.43 %
 Germany import growth from the world < Mozambique export growth to Germany



Number of importing companies in Netherlands, broken down by product categories, for the following product
Product : 080132 Fresh or dried cashew nuts, shelled

Map

Companies

Find out about importers and trade channels

| <u>Product category</u> | <u>Number of importing companies available in Trade Map</u> |
|--|---|
| Berries | 137 |
| Candy, nut, and confectionery stores | 89 |
| Cashew nuts | 2 |
| Citrus fruits | 144 |
| Edible seeds | 13 |
| Fruit and vegetable markets | 92 |
| Fruit, tropical and subtropical | 131 |
| Groceries and related products, nec | 6,674 |
| Nuts, edible | 140 |
| Nuts, edible, organic | 1 |
| Nuts, processed | 2 |
| Seed fruits | 140 |
| Stone fruits | 140 |

https://www.trademap.org/Country_SelProductCountry_Map.aspx?nvpm=1%7c528%7c%7c%7c%7c080132%7c%7c%7c6%7c1%7c1%7c1%7c1%7c2%7c1%7c1%7c3

Some EU Cashew Industry Contacts



Results for **cashew nuts**

Sort by | Location | Certificates | Supplier type | Number of employees | Company Profile

84 Suppliers | 6 Products

Matching Products

- Cashew kerne / Raw cashew... (HMF Import & Export In...)
- Cashew Nut (TOSK GLOBAL VENTURES L...)
- Cashew/Cashewnüss e/Row Ca... (PRAGASY EXIM LLP)

Libra Food Co. Inh.: Volkan Adigüzel
DE 22769 Hamburg | Delivery: Worldwide
organic and conventional cashew nuts...
Avg. Response Time: less than 24h

Mega Nuts UG (haftungsbeschränkt)
DE 20097 Hamburg | Delivery: National | 2010 founded
Avg. Response Time: less than 24h

MDM Dreyer AG
CH 3074 Muri b. Bern | Delivery: Worldwide | 1997 founded | 1 Certificate
Avg. Response Time: less than 24h



<https://www.wlw.de/en/home>

Buyer's catalogue Germany



<https://www.zuidvruchten.nl>

Dutch Association for Trade in dried Fruit, Nuts, Spices, and related Products (Website in Dutch language only)

Source: CBI.eu

620.000
B2B-suppliers

64
industries

9 million
products

5 million
product videos & photos


1.4 million
buyers per month

Buyer contacts – information from buyer websites



Natural, essential oils

HOME | SUSTAINABILITY | CERTIFICATION | PRODUCTS | ORGANIC OILS | PURE ELEMENTS | More



SO AFRICAN NATURAL OILS

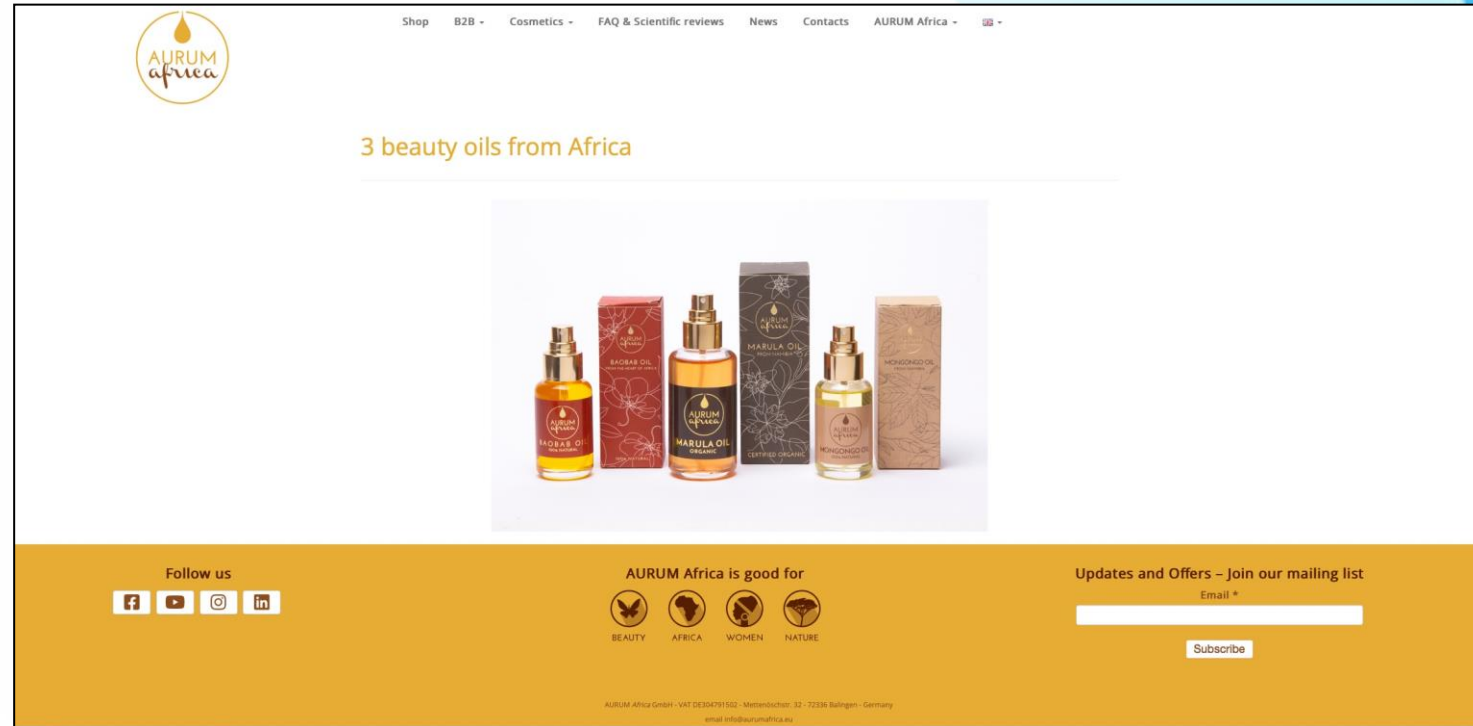
So African Natural Oils' (SANO) is a bulk supplier of quality Cold Pressed Natural Oils to the international Food & Cosmetics Industries. The company pays extra attention to operating in a sustainable and responsible manner with regard to the environment, its employees and its suppliers. The company has furthermore partnered up with municipalities, NGO's and rural based co-operatives, whereby they can benefit impoverished communities in rural areas by purchasing their wild harvested seeds and fruits.

Our range includes many indigenous African Miracle oils destined for the Cosmetics Industry.



NEW
Seed Essential
Pure Elements
100% Organic
Oils Range

<https://www.soaffrican.co.za>



Shop B2B - Cosmetics - FAQ & Scientific reviews News Contacts AURUM Africa -

3 beauty oils from Africa

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Subscribe

AURUM Africa GmbH - VAT DE304791502 - Mettenlocher 32 - 72336 Balingen - Germany
www.aurum-africa.eu

<https://www.aurum-africa.eu/en/3-beauty-oils-from-africa-5-3/>

More EU Market Research Data on Cashew

Tips:

- ✓ Promote the various applications and nutritional properties of cashew nuts. However, avoid health or nutritional claims that are not substantiated by scientific evidence. Check the [Health Research Database](#) of INC to find studies that have been published in scientific journals.
- ✓ Read the [CBI Market Statistics and Outlook study for Processed Fruit, Vegetables and Edible nuts](#) to learn more about general trade trends and size of specific market segments
- ✓ Check the websites of European trade shows and exhibitions to discover the newest trends. The most important trade fairs in Europe that are relevant for cashew nut trends and trade are [SIAL](#), [Anuga](#) and [BioFach](#).
- ✓ Use the online [3S Platform](#) to trace, analyse and improve cashew nut supply.

International Nut&Dried Fruit Council (INC), Spain

<https://www.nutfruit.org/health-professionals/health-research>

3 Lead-Trade Fairs on Cashew in the EU

ChainPoint - Connecting Supply Chains, Netherlands

<https://www.chainpoint.com/our-customers/3s-sustainable-cashew-supply-chain/>



Source: ChainPoint

The Most Common Mistakes Companies Make with Global Marketing

According to Harvard Business Review

<https://hbr.org/2015/09/the-most-common-mistakes-companies-make-with-global-marketing>

Mistakes may be significant to all company sizes at different levels of complexity

1. Not specifying countries
2. Not paying enough attention to internal company data
3. Not adapting sales and marketing channels
4. Not adapting the product offering
5. Not letting local teams or partners lead the way
6. Not thinking through the global logistics

Your Export Plan

Example:



[Austrade export plan template](https://www.austrade.gov.au/ArticleDocuments/1358/Austrade-export-plan-template.pdf.aspx)

<https://www.austrade.gov.au/ArticleDocuments/1358/Austrade-export-plan-template.pdf.aspx>

- I. **About the exporting Company** (domestic business overview, financial resources, staff)
- II. **Market Selection** (target markets, positioning, competitors, distribution method, sales goals)
- III. **Product** (products/services, required changes to products, production capacity)
- IV. **Pricing Strategy**
- V. **Market Entry**
- VI. **Promotional Strategy**
- VI. **Action Plan**
- VII. **Management Review and Follow-up**



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