

Unlocking Export Value Check List

Workshop Series 2022

FRESH

Intelligence

bringing data to life



Fruit Growers
Tasmania

Assessing Markets

Research needs	Metrics	What you are looking for..	Check
Market Metrics	Population, GDP, growth rate, ease of business, trade agreements	Identify if the market is suitably large enough and able to do business and pay for your product	
Long Term Trends	At least 5 years of annual import volumes and values	Identify if there is market growth in volume at viable levels	
Seasonality	24 months import volumes by competitor	Identify the level of competition in your season	
Market Production volume and season	At least 5 years of annual production with seasons	Identify if there a counter seasonal advantage	
Consumption	$(\text{Production} + \text{Imports} - \text{Exports}) / \text{Population} = \text{per capita consumption}$	Identify if there a regular user base and if there is a strong reliance on imports	

Distribution

Research needs	Metrics	What you are looking for..	Check
Market Access	Checking with industry or DAWE for conditions	Identify any market access impediments including prohibited, restricted or open	
Freight Mode	Air or Sea	Balance in costs vs expediency of delivery - whether there a direct service and the time involved	
Freight Forwarder	To handle all export mechanics and documentation through to the customer	A reliable and experienced freight forwarder who you can trust	
Customer	An importer or retailer who ultimately determines whether to buy your product	The person who you will need to develop a relationship with for ongoing trade – often found by attending trade shows	

Pricing

Research needs	Metrics	What you are looking for..	Check
Price Points in market	Average CIF (import landed prices) of the market and competitors	To understand the target price points that you need to meet landed in the market after costs	
Supply Costs	Value of all supply chain costs including freight, charges, commissions and insurance	Every cost that is likely to be incurred in getting your product to the market	
Tariffs and Duties	Tariffs percentages on imported price	Any tariffs that apply, or if there are trade agreements in place	
Target price points of your product	Unit value per kg in retail	A price point that your product will be competitive in the market and return a profit to you	

Promotion

Research needs	Metrics	What you are looking for..	Check
How you plan to promote your product	Identify for the market <i>Industry programs</i> <i>Brand programs</i> <i>Importer programs</i> <i>Customer programs</i> <i>Your own programs</i>	A promotion strategy to set your product apart from competitors that gets attention from customers	
What your customer expects	Marketing support levels for your product that will help drive sales	Expectation of a promotion program – trade support, service levels, digital and point of sale etc.	
What competitors are doing	Competitor promotions	Identify what competitors do at national customer and consumer levels	
Costs, discounts and in kind support needs	Value expected that is in addition to other supply chain costs	Whether the marketing support costs will generate profitable trade	

We are ready to help

Fresh Intelligence Consulting builds credible market profiles for decision making by extracting and analysing trade and allied data from databases, researching insights and developing an understanding of markets that our clients operate in. *We bring data to life* by making sense of market and product trade flow trends, trade agreements, country competitors, political, economic and social influences and other issues that provide vital background for clients to begin developing strategic export plans.

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