

# Export Passport



## Strategic Export Development Program



**Export Solutions**  
Distributor Identification Experts

# Distributor Search Challenge



- Some distributors are too big...
- Other distributors are too small!

✓ **Export Passport identifies  
Prime Prospect distributors  
that represent the Right Fit**

# Export Passport Program



- Export Solutions' classification of your export program (type: 1 to 10)
- Identify Prime Prospect distributors – priority countries
- One year access to Export Solutions' distributor and retailer databases. Coverage: 96 countries
- Distributor Search: Best Practices Workshop
- New Distributor Cooperation Model Workshop, "From first meeting to first order!"
- "Export Ready" credentials presentation template
- Fixed fee for all Export Passport services



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# Exporter Classification\*

Type	Description	Export Profile
10	<b>Multinational</b>	Strong market share everywhere across multiple categories.
9	<b>Global</b>	Multinational. Mix of leading countries and niche participation.
8	<b>Category Champion</b>	One core mass category. Strong performance globally.
7	<b>Icon</b>	Well known, niche leader. Global availability. Example: Tabasco.
6	<b>Regional Leader</b>	Strong share across one continent/region. Mixed export success.
5	<b>National Hero</b>	National treasure, #1 brand. Exports to homesick expats, tourists.
4	<b>Player</b>	Respectable share in home country. Opportunistic exports.
3	<b>Participant</b>	"Me too" product. Opportunistic exports. "Trader" / private label.
2	<b>Challenger</b>	Innovator. Some listings in home country. New to export.
1	<b>Start-up</b>	Trying to get traction in home country. Export "dreamer."

\*Export Solutions' classification system

# Distributor Classification\*

Stars	Title	Description	Prime Prospects
★★★★★	<b>Champion</b>	Massive distributor. Handles multinational/ #1 brands across many categories.	Brand leaders. \$\$\$ marketing budgets. Exporter types: 6-10
★★★★	<b>Captain</b>	Category Captain. Handles leading brands in one segment.	Category innovators/ leaders. \$\$ marketing budgets. Exporter types: 5-9
★★★	<b>Player</b>	Mid-size distributor. Handles #2/3 brands or niche leaders across many categories.	Differentiated, premium brands. \$-\$\$ marketing budgets. Exporter types: 4-7
★★	<b>Participant</b>	Respected local. Diversified product portfolio. Results equal to investment.	Flexible, challenger brands. \$ marketing budget. Exporter types: 2-4
★	<b>Pioneer</b>	Small distributor. Entrepreneurial, open to innovative new companies.	Start-up brands. “Pay as you go” marketing. Exporter types: 1-3

*\*Export Solutions' classification system*

**Need more information? Visit [www.exportsolutions.com](http://www.exportsolutions.com).**

# Export Passport Application



## Contact us for Export Success!

- Distributor Search helper in 96 countries

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