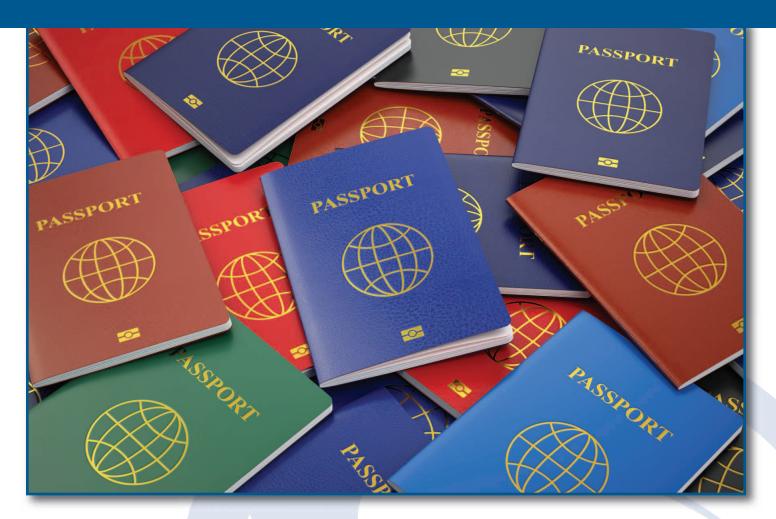
# **Export Passport**



# Strategic Export Development Program



## **Distributor Search Challenge**



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

Export Passport identifies
Prime Prospect distributors
that represent the Right Fit

# **Exporter Classification\***

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

\*Export Solutions' classification system

# **Distributor Classification\***

Stars	Title	Description	Prime Prospects
****	Champion	Massive distributor. Handles multinational/#1 brands across many categories.	Brand leaders. \$\$\$ marketing budgets. Exporter types: 6-10
****	Captain	Category Captain. Handles leading brands in one segment.	Category innovators/leaders. \$\$ marketing budgets. Exporter types: 5-9
***	Player	Mid-size distributor. Handles #2/3 brands or niche leaders across many categories.	Differentiated, premium brands. \$-\$\$ marketing budgets. Exporter types: 4-7
**	Participant	Respected local. Diversified product portfolio. Results equal to investment.	Flexible, challenger brands. \$ marketing budget. Exporter types: 2-4
*	Pioneer	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.

### **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



### **Export Passport Application**



#### **Contact us for Export Success!**

• Distributor Search helper in 96 countries

Contact Greg Seminara at greg@exportsolutions.com or (001)-404-255-8387 www.exportsolutions.com



