

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**

Exporter Classification*

Type	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 Solutions
Distributor Identification Experts

Export Passport Application



Contact us for Export Success!

- Distributor Search helper in 96 countries

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