

Export Problem	Export Solutions
<p>Overseas consumers do not know my category or brand</p>	<ul style="list-style-type: none"> • Start by marketing to homesick expats • Partner with distributors handling adjacent categories or brands from your country • Sample at high end retailers or restaurants featuring your countries cuisine
<p>Limited funding for promotion</p>	<ul style="list-style-type: none"> • Build in promotion allowance into price calculation • Use free goods • Participate in government programs like USA “MAP”
<p>Can’t find a distributor</p>	<ul style="list-style-type: none"> • Export Solutions’ database tracks 65 distributors per country • Visit the country. Schedule meetings with 5-8 candidates • Exhibit at country trade show
<p>My price is too high</p>	<ul style="list-style-type: none"> • New price: production cost plus margin, eliminating HQ overheads • Promise distributor higher sales/investment with lower margin • Heavy consumer promotion to support premium positioning
<p>Big country, small shipments</p>	<ul style="list-style-type: none"> • Stop treating all export countries the same! Big country, Big focus • Break country into smaller parts: Regions, channels, customers • Hire local manager or visit quarterly • Consider local production, formulation, or acquisition • Brand relaunch with new distributor