

## Road Map to the World

What is the profile of your best performing export countries? Most companies sell to a mix of markets from neighboring countries to places with high GDP or category development. An essential task is to segment countries by type and allocate resources according to the size of the prize. What is your export sales split by market type today? Future?

Type	Description	Examples
Neighbor	Adjacent country with similar lifestyle habits.	USA & Canada Germany & Austria
Homesick	International destinations for your countries' expats.	Australia: UK & Italian brands Brasil: Portugal & Japan
Island	Island countries dependent on overseas suppliers.	Caribbean, Malta, Iceland, Cyprus
Customer	Follow Global Partner to overseas countries.	Walmart, Amazon, Costco, Carrefour, Ahold, Metro
Continent	Region where your brand enjoys visibility and scale.	South America, Middle East, Eastern Europe, SE Asia
E-Commerce	Universal platform. Unlimited assortment in cyber space.	Coupang: S Korea Mercado Libre: Latam
Category Champion	Countries with high category development.	Tea: UK & Ireland Cereal: Mexico
Money Markets	Countries with high GDP and per capita spending.	USA, Western Europe, Saudi Arabia, Singapore
Big Bets-Many Mouths	Large population countries requiring strategic investment.	USA, China, India, Indonesia, Brasil, Mexico
Opportunistic	Trading. Sell at net price. Avoid diverting.	Anywhere. Ship to destination.