



Export Express

Insights to Accelerate International Expansion



Our Mission: Help Manufacturers “Spend time **Selling** to Distributors versus **Searching** for Distributors”

Database covers 2,845 Retailers

Export Solutions retailer database now reaches 96 countries. Our point of difference is coverage of an average of 25 customers per country, not just the 4 or 5 everyone already knows. Features include one click access to retailers’ web shops for online price checks and weekly special offer fliers. Examples: UAE coverage extends to 35 retailers, 126 in Canada, 58 in the UK, and 47 retailers in Australia. For free sample access and subscription information, please visit www.exportsolutions.com.

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Welcome Back



International teams functioned in survival mode for the last three years. Most remained anchored to the home office solving supply shortages and executing price increases via impersonal Teams meetings. A fresh approach is required as the survival strategies of 2019-2022 do not serve as an acceleration platform moving forward. 2023 signals the time to shift from “maintain to gain” by getting on the plane. Export Solutions shares our ten tactics for a warm welcome back.

Strategy Renewal

A new Lessons Learned exercise is critical at this pivot point. New consumer habits and retail prices may cause us to shuffle our country

prioritization ranking. Countries and distributors that were leaders prior to the pandemic may be categorized as laggards now. Resource allocation between mature and emerging markets must be calibrated. Digital strategies are for today, not the future.

FaceTime

How can you build a relationship and a partnership with an international distributor without seeing each other? It’s tough to conceive a new brand strategy if you have not been in the same room for three years! A major theme for 2023 is to reconnect with your distributor teams in their home markets.

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E-Commerce Excellence

E-commerce has reached critical mass in many countries. It is crystal clear that this powerful channel will only become more significant. In Asian countries like China and South Korea, e-commerce is rapidly becoming the primary outlet for imported brands. Create an e-commerce business plan for each country with activities, budget, and monthly reporting metrics. Treat Amazon as a global customer like Carrefour or Walmart. Share best practices from your corporate headquarters.

Big Bet

There is a difference between strategic brand building and tactical exports. All companies should identify one “Big Bet” country with a significant size of the prize. Attractive targets include highly populated countries, with healthy category development. Exporters must “walk the talk” in a challenging big bet country by investing in brand marketing activities, local manager, and product innovations aligned with consumer habits.

Asia Rebound

Asia emerged from lockdown in late 2022, at least one year behind other regions. Drivers such as young populations and new middle class have resumed their upward trajectory. Southeast Asian countries like Vietnam, Thailand, and the Philippines are future stars. Japan, South Korea, and Taiwan are rich countries with large stores and good potential, especially for USA companies.

Distributor Change

Many distributors thrived during the pandemic, benefitting from the shift to meals prepared at home. Others suffered, as core channels and gourmet-priced brands lost relevancy. Distributor change is a last resort, but every team has at least one partner that is a chronic under performer and not a good fit for the future. Begin today, as the transition period to a new distributor may require one year to implement.

2023 Winning Strategies	
Geographic	<ul style="list-style-type: none"> • Big Bet: Choose Focus Country • Accelerate USA Development for Overseas Brands • Asia Rebound: Vietnam, Thailand, Philippines • Saudi Arabia & the Gulf
Sales Execution	<ul style="list-style-type: none"> • E-Commerce KPIs • In-Store Visibility: Is This Store a 10? • Listing Maps – Every Country
Team	<ul style="list-style-type: none"> • Reconnect: Increase Market Visits • Upgrade Underperforming Distributors • People Power: Shift Resources to New Business Development

Is the Store a 10?

The supermarket is a product showroom where export dreams are translated to financial reality. How do you determine a good store presence for your brand versus a bad one? Each member of your distributor sales force should maintain a clear understanding of your in-store placement and off-shelf merchandising objectives. Export Solutions has designed a program called Is the Store a 10? to allow all the capability to evaluate store conditions for any brand based upon a simple 1 to 10 scoring system.

Beyond the Brand Promotions

Exporters repeat the same boring price discount trade promotions year after year. The world has changed, with supermarkets looking for unique special offers tailored to their customers, not the general market. Challenge your distributors to create fresh promotional offerings around meal solutions, country of origin, or a retailer’s favorite charity. Try something new!

Selling to the USA

All international brands claim sales to the USA, but struggle to gain scale in this attractive country of 335 million people. Our retailer database tracks 418 USA customers, all looking for unique new food items. The path forward requires that overseas brands play by USA rules with brokers’ slotting fees supported by a USA-based country manager.

People Power

Human resource allocation may equal marketing investment as a tool to drive export development. “Distributors respect what the brand owners inspect.” Consider strategies such as appointing a manager dedicated to launching new markets or global e-commerce. Hire people in growth hubs like Bangkok, Jeddah, or Mexico City versus expensive expatriate destinations such as Singapore. Increased headquarter-based supply-chain support is critical as managers return to the road.

Can We Help You?

Why do companies use Export Solutions consulting services? Export Solutions serves as a “hands on” accelerator, quickly helping companies find distributor solutions worldwide. We are able to help, through the world’s leading global distributor rolodex, with relationships created through 300+ projects on five continents.

Export Solutions maintains a single-minded focus on the distributor search process “from first meeting to first order.” Recent projects ranged from Thailand and Taiwan to Saudi Arabia and Kuwait. Europe and the Americas represent core areas too, with projects in Italy and the UK as well as Argentina, Peru and, of course, the USA and Canada. Consider subscribing to our popular database covering 9,400 category specific distributors and 2,845 retailers in 96 countries.