

EXPORTATION MARKET RESEARCH (EMR)



Motivation. The growth of global markets offers increased opportunities for firms. For instance firms that heavily depend on long production runs can export and benefit from reaching more customers, in addition, market saturation can be avoided by lengthening or rejuvenating the product lifecycles in other countries. Large firms are active in international markets but smaller firms are major players too. For instance, 50% of German exports are created by firms with 19 or fewer employees while 97.6% of American exporters are medium and small sized firms.

Goals. International opportunities require careful exploration. The Exportation Market Research (EMR) is a set of activities directed to confirm the existence of a targeted international market and to adapt the North-American firm and its product to this market.

Service overview. The EMR includes the activities in the shown flowchart. These activities are done by our experts that travel to the country where the targeted market is located.

Weaknesses of current approaches. Most market analyses take the product “untouched”, as designed for the needs of the domestic market, and check if it is accepted in the targeted international market. Hence, there is no an adaptation of the structure, price, promotion and other attributes of the domestic product. This type of analysis leads to the lack of acceptance by the foreign consumers and the failure of the exportation project.

Advantages of our approach. Our EMR includes the adaptation of the North-American firm to the targeted foreign market. We adapt the current structure of the product, its price, promotion and

channels of distribution to the targeted international market. In particular, our engineers support the adaptation of the product structure and manufacturing process. In addition, our foreign offices include local consultants that know the culture and consumer behavior of the local people. These consultants know the best way to penetrate the targeted exportation market.

