



**JAMPRO**  
TRADE & INVESTMENT JAMAICA

# Preparing for Export Markets: *Important Considerations*

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# JAMPRO

Our vision is to be a catalyst for wealth creation through trade and investment, enhancing quality of life for all Jamaicans.

*Market Development Value Proposition:*

We leverage relationships to help buyers and exporters convert trade opportunities into increased sales.



# Important Considerations

- Basic Export Requirements
- Planning for Export
- Assessing the Target Market
- Assessing Supply Capacity
- Distributor Relationship
- Key Issues/Market Feedback

# Basic Considerations for Export

- Product; Packaging; Labelling and Branding
- IP Protection - Register your name, mark and brand in all target markets
- Market Research/Targeting – consumer tastes, culture, purchasing power; environmental considerations, standards & quality; Capacity
- Market Access/Trade Agreements
- Exporter Registration - JAMPRO

# Basic Considerations for Export

- Regulations/Laws Re: Sale of your products in the market (*warranties, return policy, after sale service*)
- Logistics/Distribution Channels
- Marketing & Promotions
- Demonstrate some level of success in the domestic market

***Consider Your Long Term Commitment***





# Planning is Key

- Have an export marketing plan
- Set clear objectives (sales volume, \$, # of new markets, customers); Timelines
- Define your target market and objectives:
  - *Geographical space*
  - *Market segment*
- Your supply chain
- Financial Plan



# Assess the Target Market/Route to Market

- Identify and target the market segment
- Evaluate the price levels, trends and **competitors**
- Identify issues that may be entry barriers for your product
- Research the distribution channels
- Examine shipping routes and costs
- Determine appropriate logistics partners:
  - Customs Broker, Consolidator, Agent, Courier, Post Office?



# Assess Internal Capacity

- Assess your capacity to enter your chosen market; and to service the market
- Adaptability/Agility is key - how will you adjust your marketing mix (product, promotion, price, place) to respond to market changes?
- Determine the impact of the resource requirements on your domestic marketing and sales efforts





# Assess Internal Capacity

- Elements to be assessed include:
  - *Operating standards and product quality,*
  - *Production capacity,*
  - *Raw material availability/consistency,*
  - *Human resources*
  - *Financial resources*
  - *Overall competitiveness*





# Distributor Relationship

- Appoint a distributor to handle your product
- Ensure clear, unambiguous contract terms
- Check background, reputation and performance
- Get recommendations/referrals
- Seek to develop a winning partnership



# Your Distributor

- **KEY QUESTIONS:**
  - Is the distributor financially strong?
  - Does he have the facilities needed to service the market?
  - Is he linked into the right network to sell your product?
  - How important is your product in his product mix?

## In Summary...

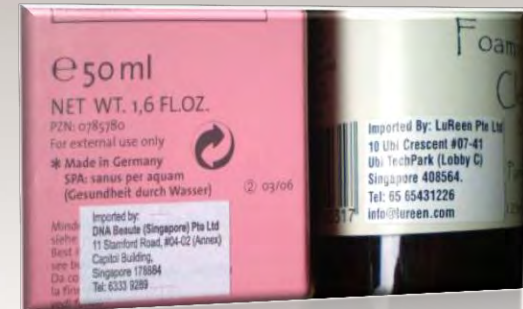
- Focus on your product and aim to be the best
- Know your market and competitors
- Manage well all processes from factory to market
- Support your product in the market; Plan to visit as often as possible
- Honour your commitments! ...Communicate
- It's all about relationships – **Build partnerships: Make them solid; Make them last!**



# Key Issues/Market Feedback

## Packaging & Labelling

- A key determinant in consumer purchasing decision
- Type/quality - products must arrive in good condition
- Packaging for the target market/segment (sizes; number of units in a box; packaging for display; convenience)
- Bilingual/ multi-lingual labels (e.g. French for Canada)
- Unattractive/inadequate labelling (Font, point size, measurements - grams vs. ounces, nutritional information, usage directions). Market-specific labelling requirements



# Key Issues/Market Feedback

## Pricing

- Quote prices in the currency of the country  
(Canadian buyers complain that Jamaican exporters tend to quote in US\$)
- Uncompetitive prices
  - market research is key
  - Understand the competitive landscape (key players and their pricing strategies)





# Key Issues/Market Feedback

- Understanding the supply chain – exporters need to appreciate the entire process beyond shipping the product
- Lack of differentiation (too many ‘me too’ products in the same place)
- Understanding market nuances – differences in culture/taste/interpretation
  - e.g. rose water, which is used in Jamaica for baking (labelled as food); however, this product is used only as an astringent, for cosmetic purposes, in Trinidad.
  - Product may end up in the wrong aisle!

# Key Issues/Market Feedback

## Product Shelf Life

- Exporters should ensure that products have a longer 'sell by' date for distant destinations; taking into account time required to go through the distribution channel before reaching the final consumer.
- Often when products arrive, they are already close to the sell by date, and some end up having to be dumped





# Key Issues/Market Feedback

## Marketing & Promotions

### *Limited in-market support*

- Exporters keen on getting goods to market but thereafter fail to promote in market.
- Distributors need support from exporters to promote goods in market.
- Buyers sometimes not familiar with products and therefore exporters need to work more closely with them in promoting to consumers.





# Key Issues/Market Feedback

## Capitalise on the Strength of Brand Jamaica

- Authentic Jamaican products should boldly proclaim 'Made in Jamaica' on the packaging.
- While it is important to highlight own brand, remember ***Jamaica sells!***



# JAMPRO's

## Export & Market Development Services

- **Business Information**
  - Secure vital business information and learn about export procedures
- **Business Linkages**
  - Identify business linkage opportunities and generate local supply contracts
- **Market Development**
  - Identify export opportunities and access markets for your products



# Market Penetration Initiatives

JAMPRO provides you with opportunities to place your products in front of buyers through:

- *International Trade shows*
- *Inward Buyer Missions*
- *Outward Trade Missions to target markets*
- *Business Matchmaking*
- *Buyer Recruitment for Expo Jamaica*

***Working for Jamaica; working for you***

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