



Government of Western Australia North Asia Agency Information Checklist for Market Entry

International marketing involves the systematic approach to introducing both a company and product into a new market and to the development of relationships in that market in order to build a long-term profitable business. In order to assist companies to undertake this task it is necessary to put together concise company and product information in a form that can be utilised for business matching purposes.

While not everything on the checklist will be relevant in all cases, comprehensive information will be of considerable assistance to the North Asia Agency in introducing a company and its products to prospective customers or business partners such as importers and distributors.

The information should be presented in the form of a "Company Profile".

A Company Profile:

- Is a planning document requiring companies to research and put together the information required when entering an export market
- Is a marketing document allowing companies to professionally present both their company and their products to prospective partners and/or customers
- Provides a quick and effective response mechanism to individual business enquires
- Provides the information required for an in-market researcher or the North Asia Agency to give a quick appraisal of the suitability of a company and product for a particular market, and to undertake business matching prior to a market visit.

The profile does not need to be an expensive or glossy production, although product brochures or other marketing materials may be included.

The following checklist provides a guide to the type of information that should typically be included.

1. Introduction

This section would contain a brief description of your organisation, its mission statement, and its overall objectives in the proposed market. It is really designed to give a broad picture of the company and its objectives.

2. Company Information

This section would contain the detailed company information such as:

- Names of principal, person in charge of export markets
- Address
- Postal address
- Contact person(s) (marketing, technical, logistics if different)
- Telephone (business hours and after hours contacts remembering time differences)
- Fax
- E-mail
- Website
- Business strategy
- Role of export in business strategy
- Description of all product lines
- Number of employees
- Number/location of manufacturing facilities
- Company turnover
- Credit and banking information
- Sales by units



3. Product Information

- Product specifications
- Typical user
- Manufacturing methods
- Competitive products
- Age of product
- Features and benefits
- Typical use warranties (product liability information may be appropriate in some circumstances)
- Customs classification (HS Code)

4. Sales and marketing information

- Current marketing strategy
- Trading terms/methods of payment (use “Incoterms”)
- Target markets
- Current market position
- Freight specifications
- Delivery times and stock availability
- What sells the product
- Preferred distribution
- Samples policy
- Packaging and promotion
- Quality
- Pricing (at least FOB Australian dollars but in some cases it may be appropriate to include CIF and foreign currency quotation as well)
- Distribution methods
- Trading terms
- Maximum and minimum orders
- Export potential
- Export experience
- Product availability
- Australian content
- Willingness to adapt product if necessary
- Willingness to visit market

In order to assist the business matching process and to demonstrate an understanding of the target market conditions the following information regarding the proposed export market would also be useful if known:

- *Market segments*
- *Existing competitors*
- *Potential competitors*
- *Distribution mechanisms*
- *Key sales and distribution outlets*
- *Seasonality*
- *Statutory requirements*
- *Tariffs and duties*
- *Standards Ppackaging/labelling*
- *Freight issues*
- *Market positioning*
- *Regional variances*
- *Contact names and addresses (previous contacts or existing customers)*



5. Reference Material

It is helpful to attach any reference material that might assist in building the credibility of the company as a creditable international supplier of goods and services. These attachments may include:

- Reference or support letters from current customers (particularly if they have an internationally recognisable name)
- Quality certification
- Examples of advertising or editorial coverage of the company or its products
- Qualifications of key personnel where relevant
- Pictures of production facilities etc.
- Copies of IP protection certification