

# The size of the prize

## A step-by-step approach for export

Especially prepared for Fevia Vlaanderen & BioForum Vlaanderen – 17.03.2014

# Why exports ?

- Should I look at exports?
- Am I ready for exports?
- How do I start my project?
- Is my organisational structure adapted to an international challenge?
- Which markets should I target?
- Should I be present at international trade shows?
- How do I go about in the selected market?
- Which segment should I tackle?
- Are my products suited the market place or do I need to amend?
- Once I have launched, what is expected to support my products?



**Exports = opportunities and pitfalls**

# Exports can work !



# Approach for successful international sales



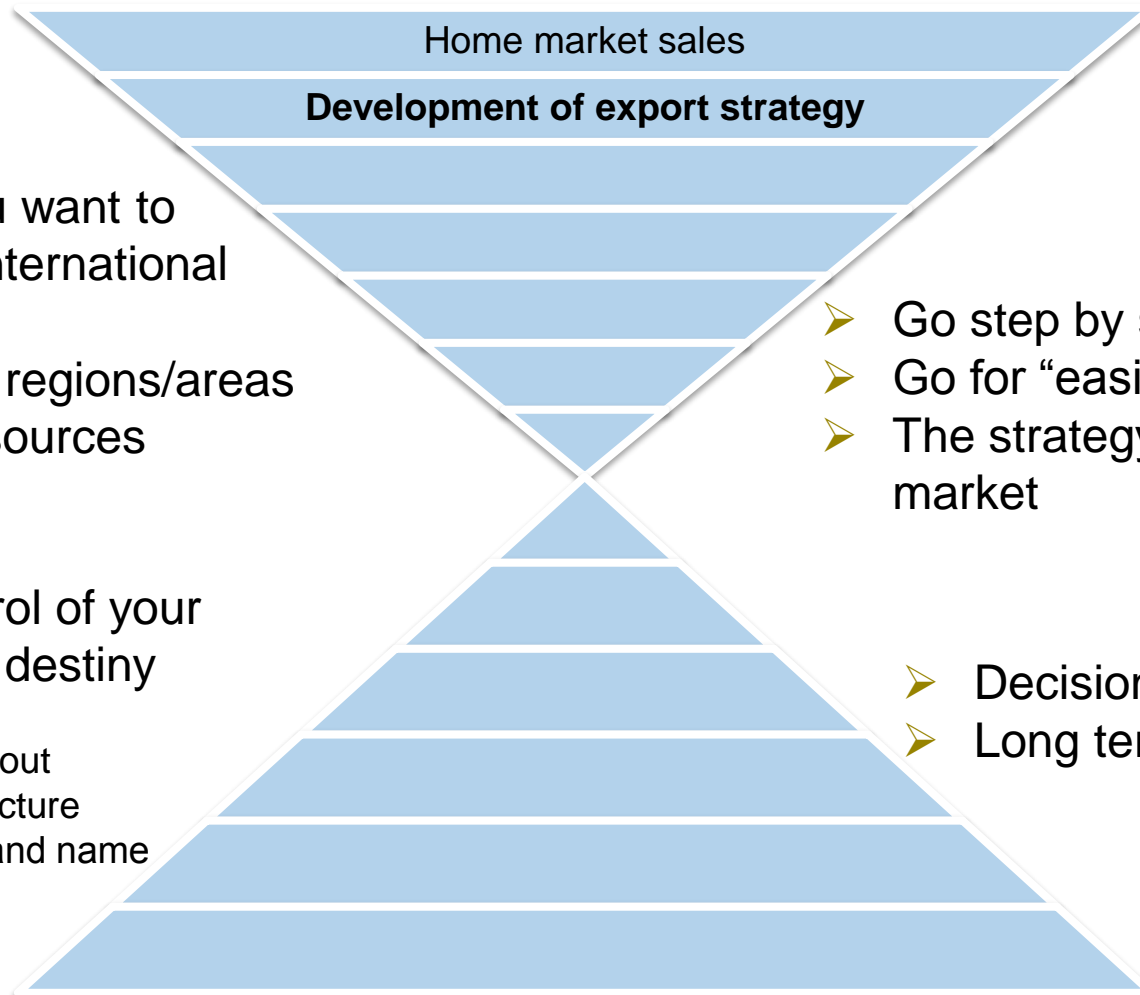
# Approach for successful international sales



- Saturated market
- Company structure
- Production flexibility
- Does your product travel
- USP's

- Understand your own business model
- Why do you want to export
- Who will run your exports

# Approach for successful international sales



- What do you want to achieve in international sales
- Definition of regions/areas
- Need for resources

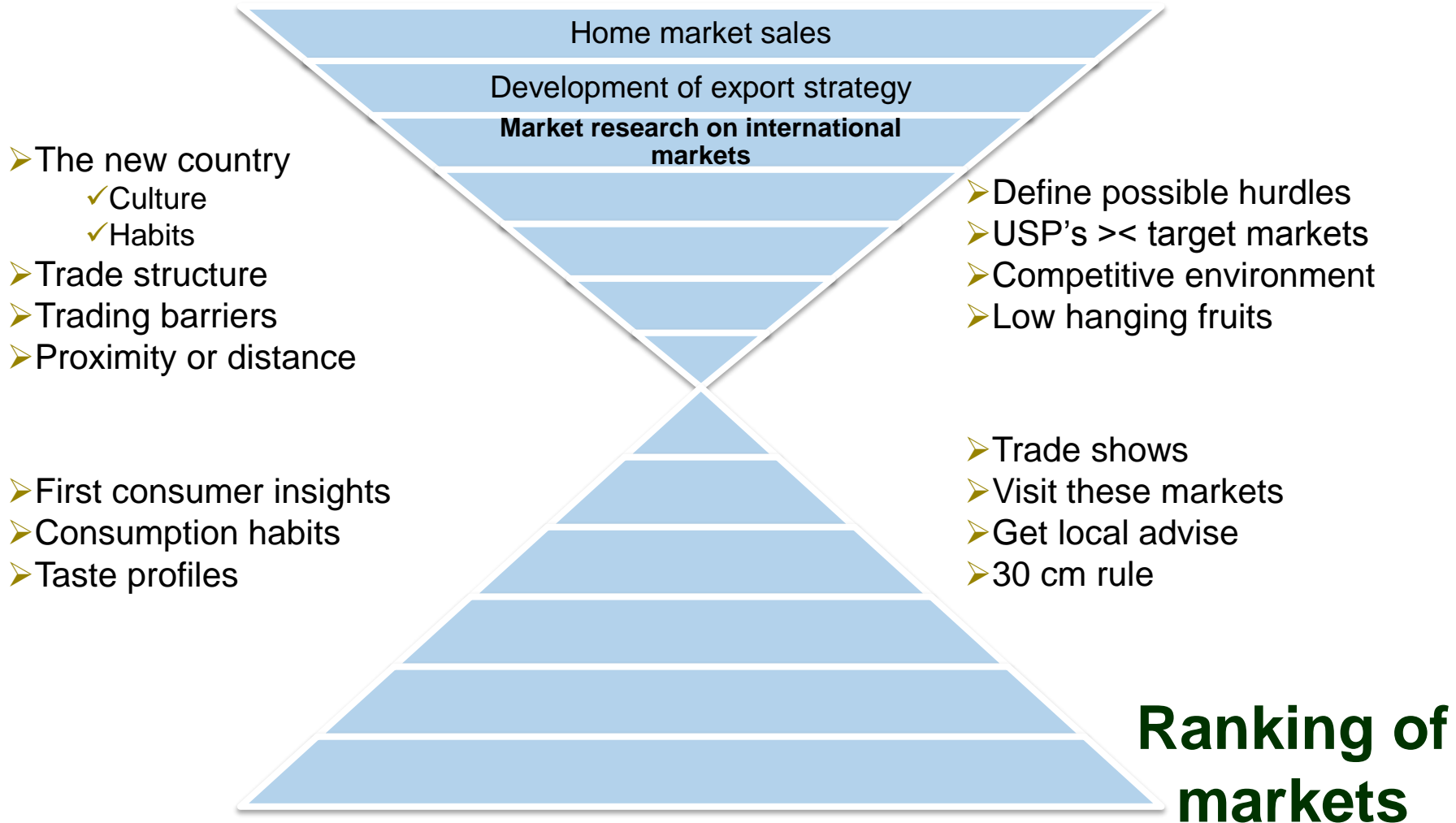
- Stay in control of your product and destiny
  - Partner
  - Logical roll out
  - Pricing structure
  - Brand ≠ brand name

- Go step by step
- Go for “easier” markets first
- The strategy can differ per market

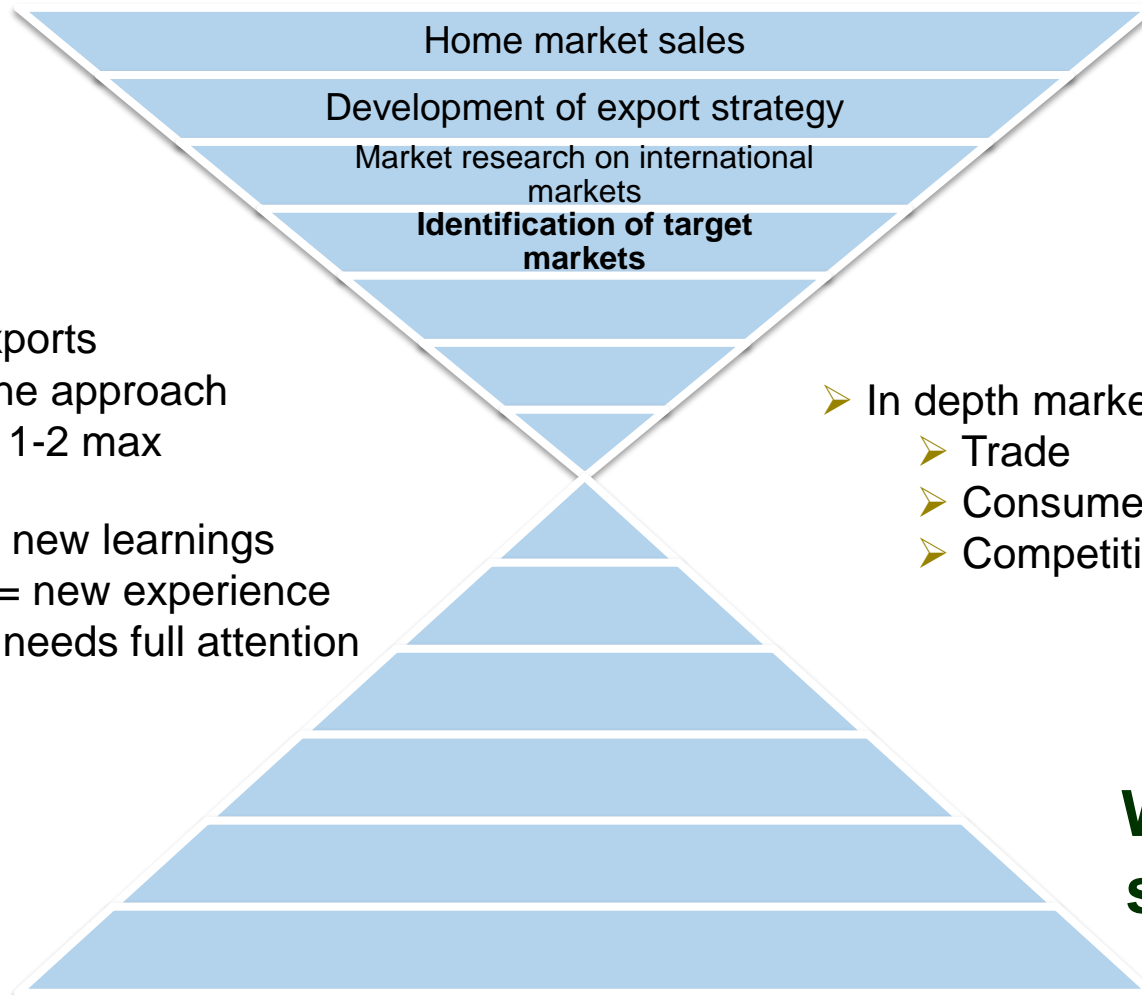
- Decision cross roads
- Long term impact

**FOCUS**

# Approach for successful international sales



# Approach for successful international sales



- Yes/no exports
- One by one approach
- Start with 1-2 max

- New markets = new learnings
- New learnings = new experience
- Each market = needs full attention

- In depth market research
  - Trade
  - Consumer
  - Competitive environment

**What's the size of the prize ?**



# Approach for successful international sales

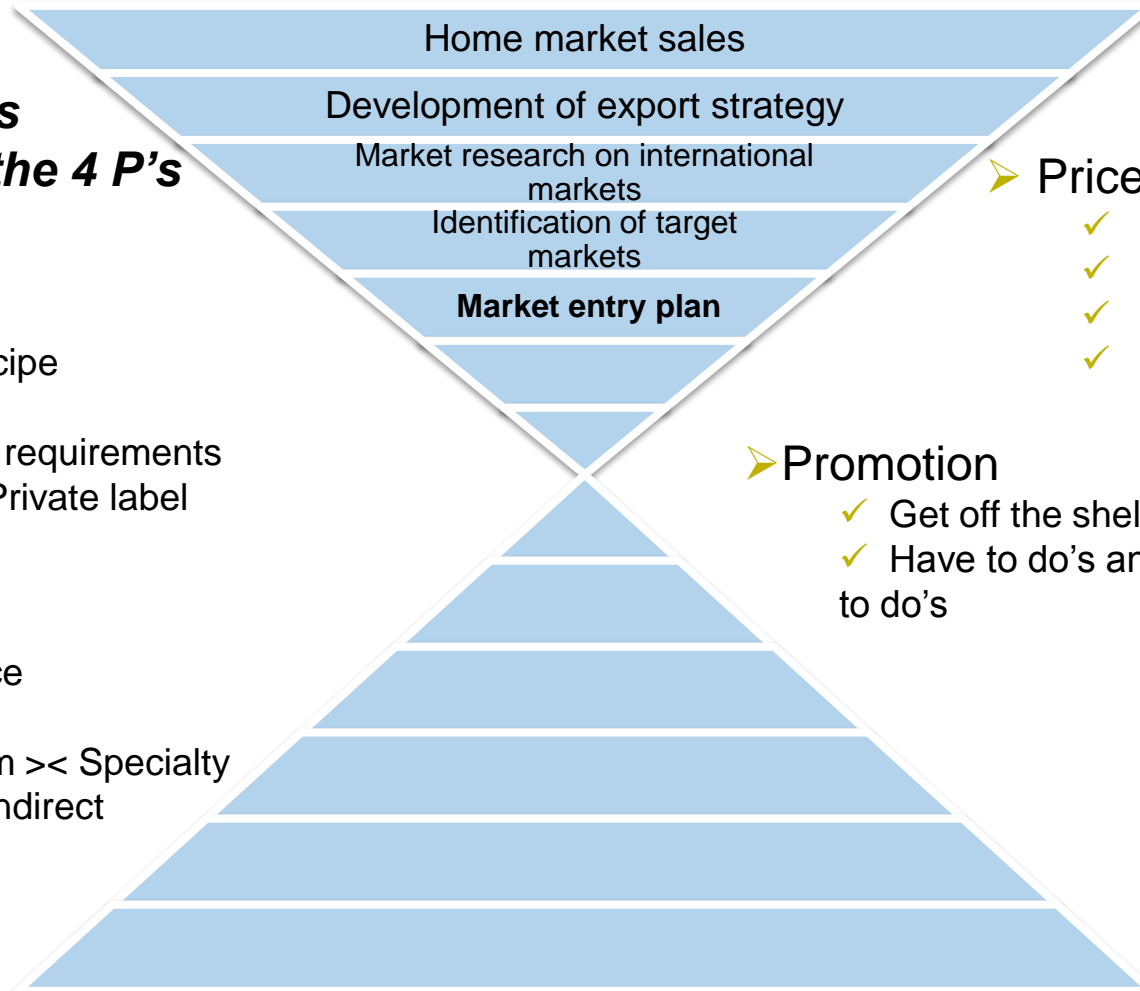
## *The 5th P is as important as the 4 P's*

### ➤ Product

- ✓ Choice, recipe
- ✓ Format
- ✓ Packaging requirements
- ✓ Brand >< Private label

### ➤ Place

- ✓ Retail
- ✓ Foodservice
- ✓ B2B
- ✓ Mainstream >< Specialty
- ✓ Direct >< Indirect



### ➤ Price

- ✓ P/L contribution
- ✓ What is a correct price
- ✓ Cross market pricing
- ✓ Marketing investment

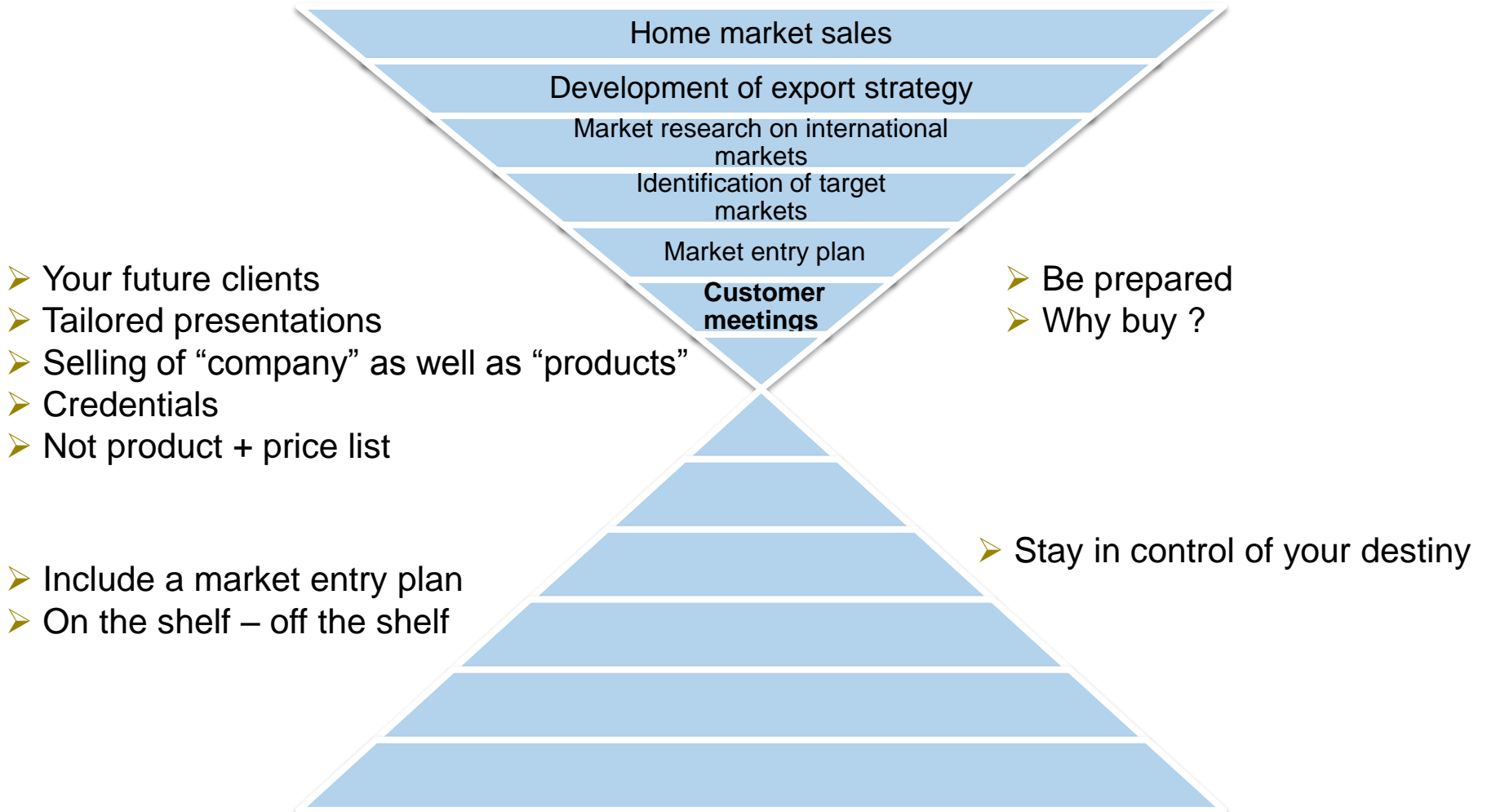
### ➤ Promotion

- ✓ Get off the shelves
- ✓ Have to do's and advised to do's

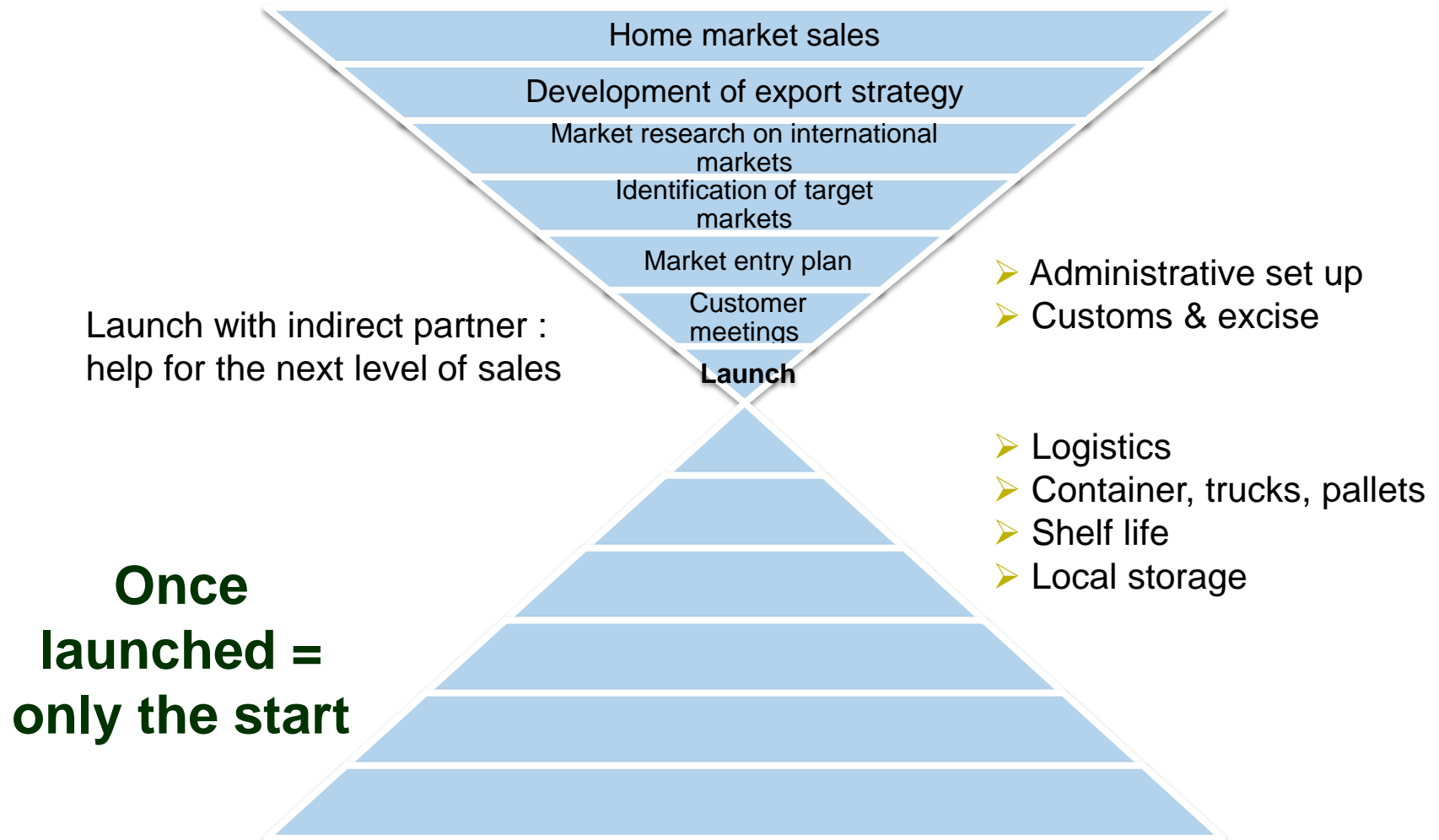
### Find the right **Partner!**

- Local advice
- Your guide
- Your brand ambassador
- Together

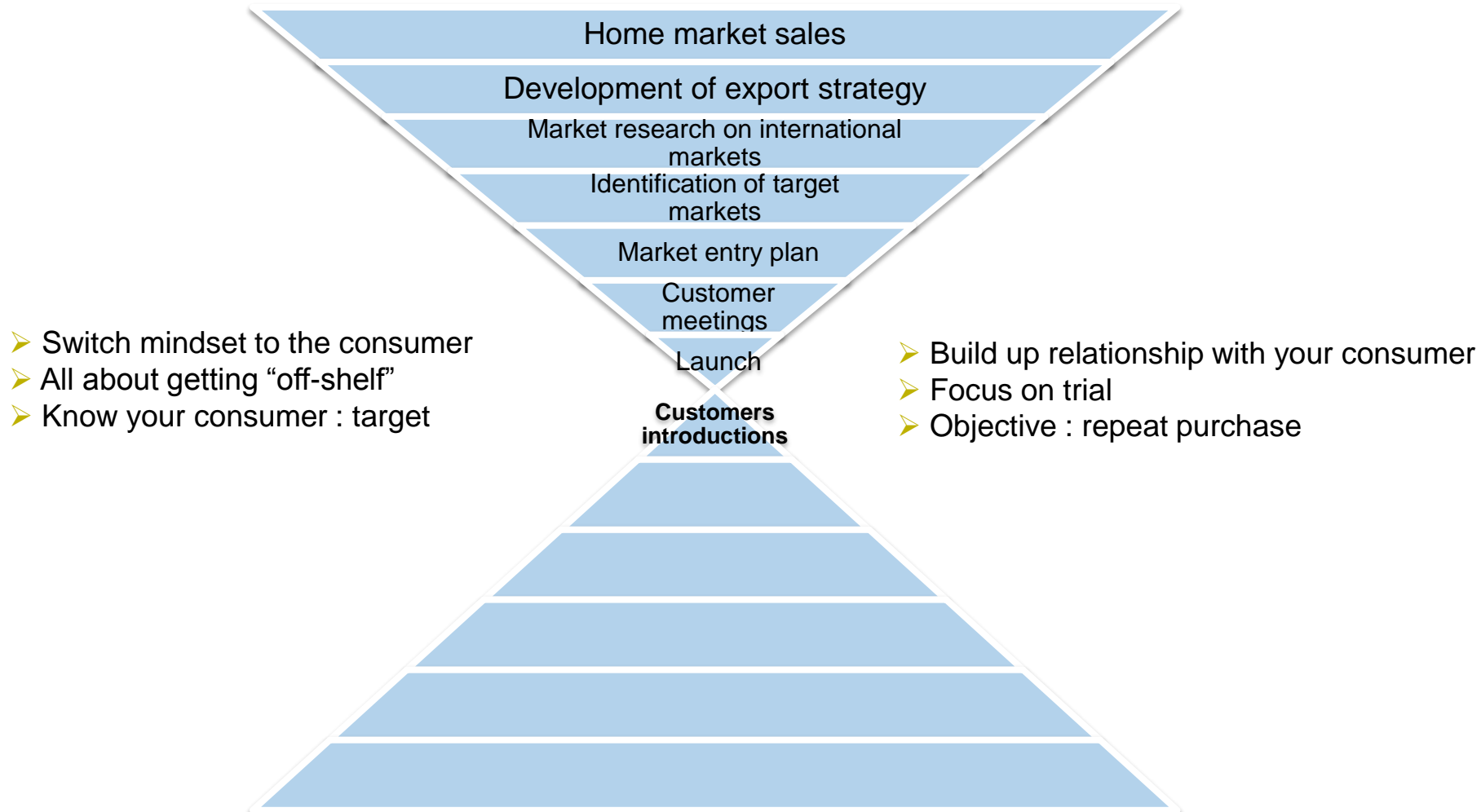
# Approach for successful international sales



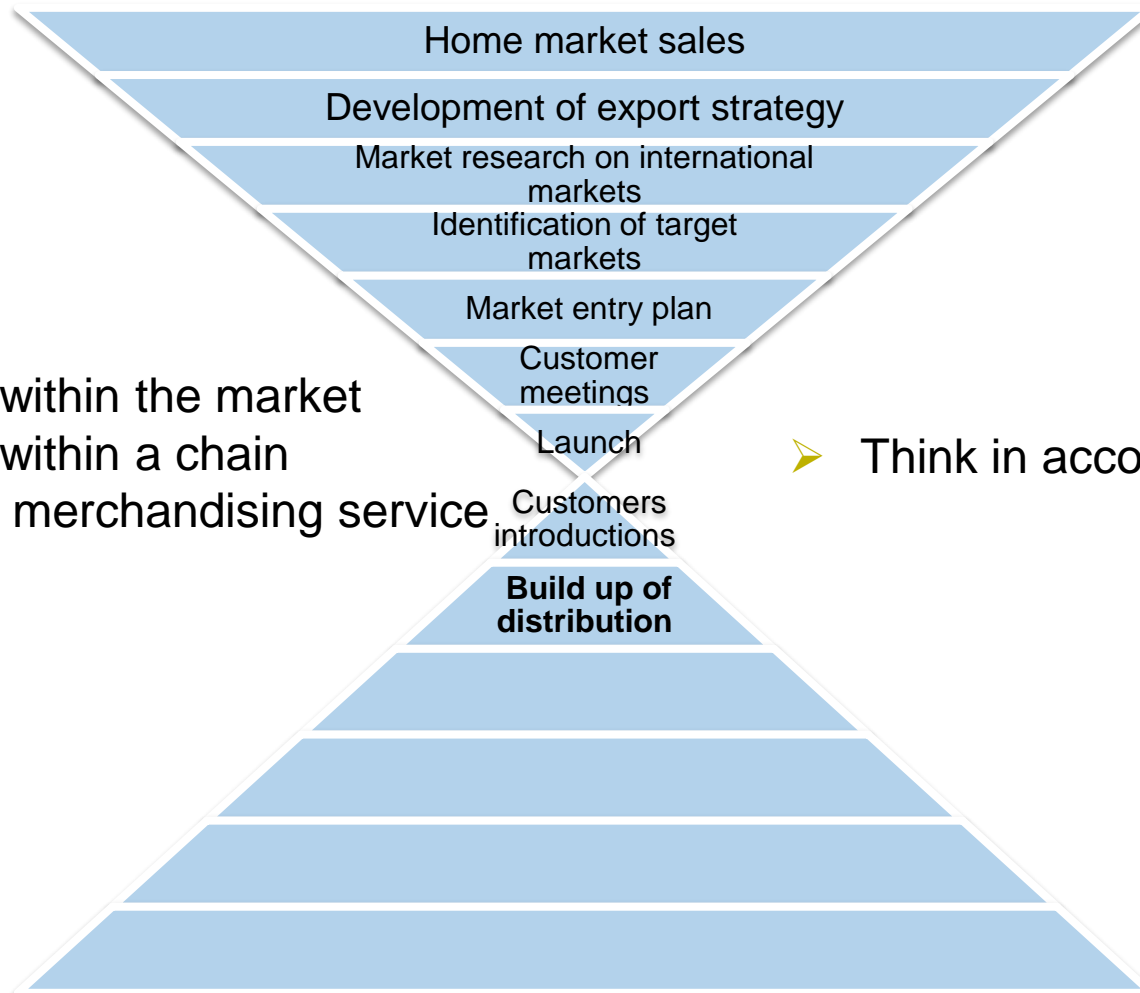
# Approach for successful international sales



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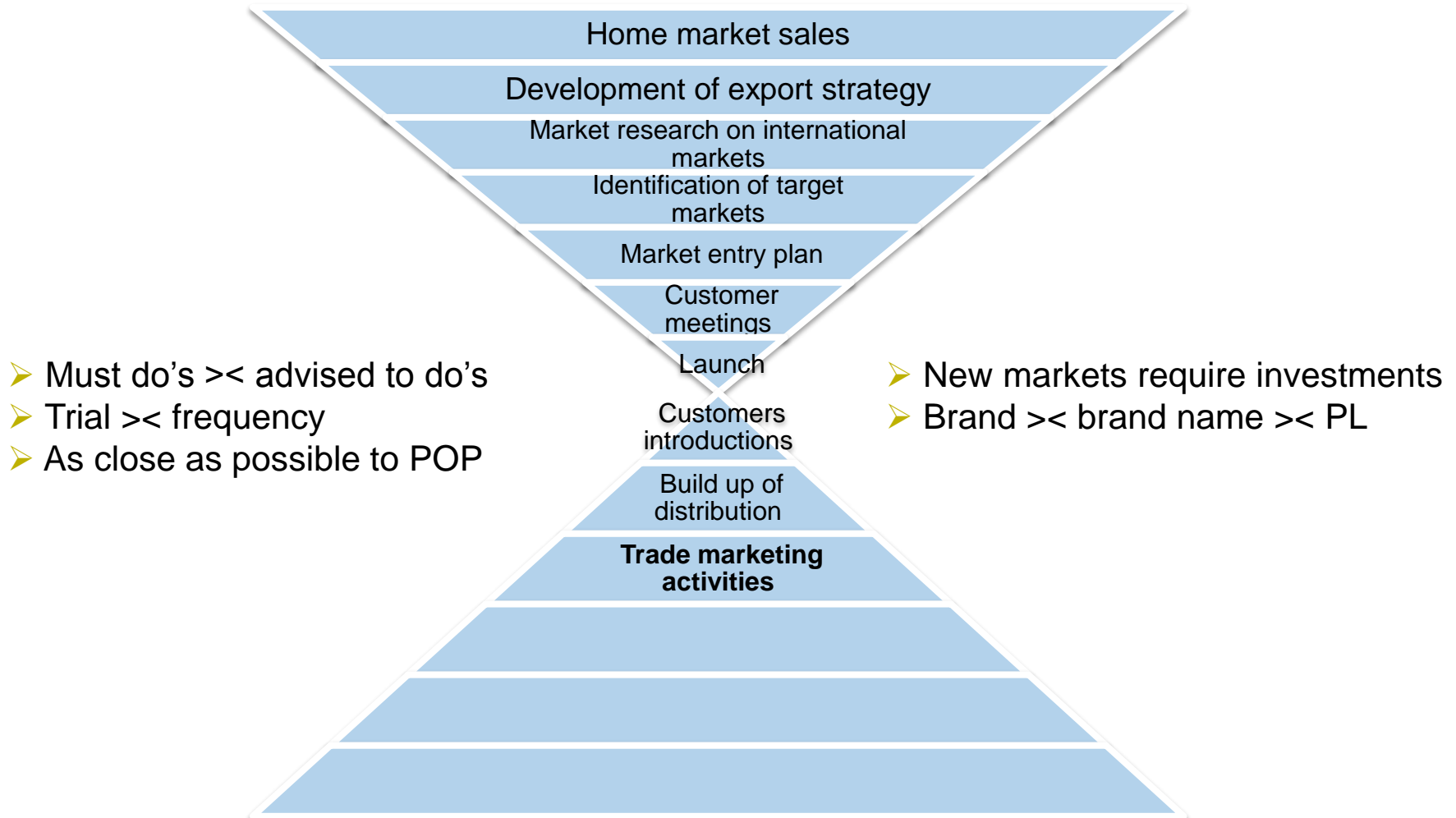
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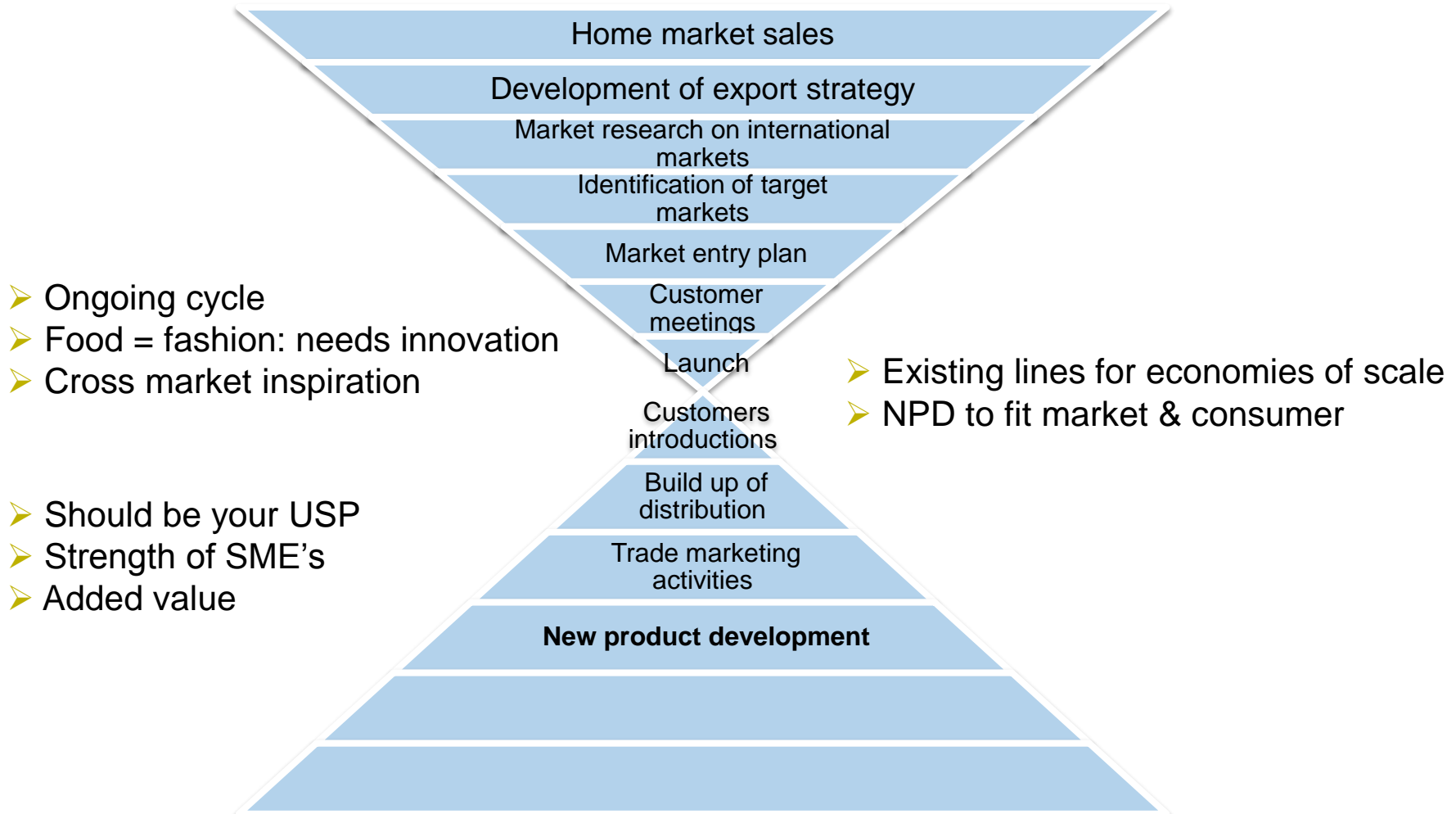
- Distribution within the market
- Distribution within a chain
- Sales force, merchandising service

➤ Think in accounts > markets

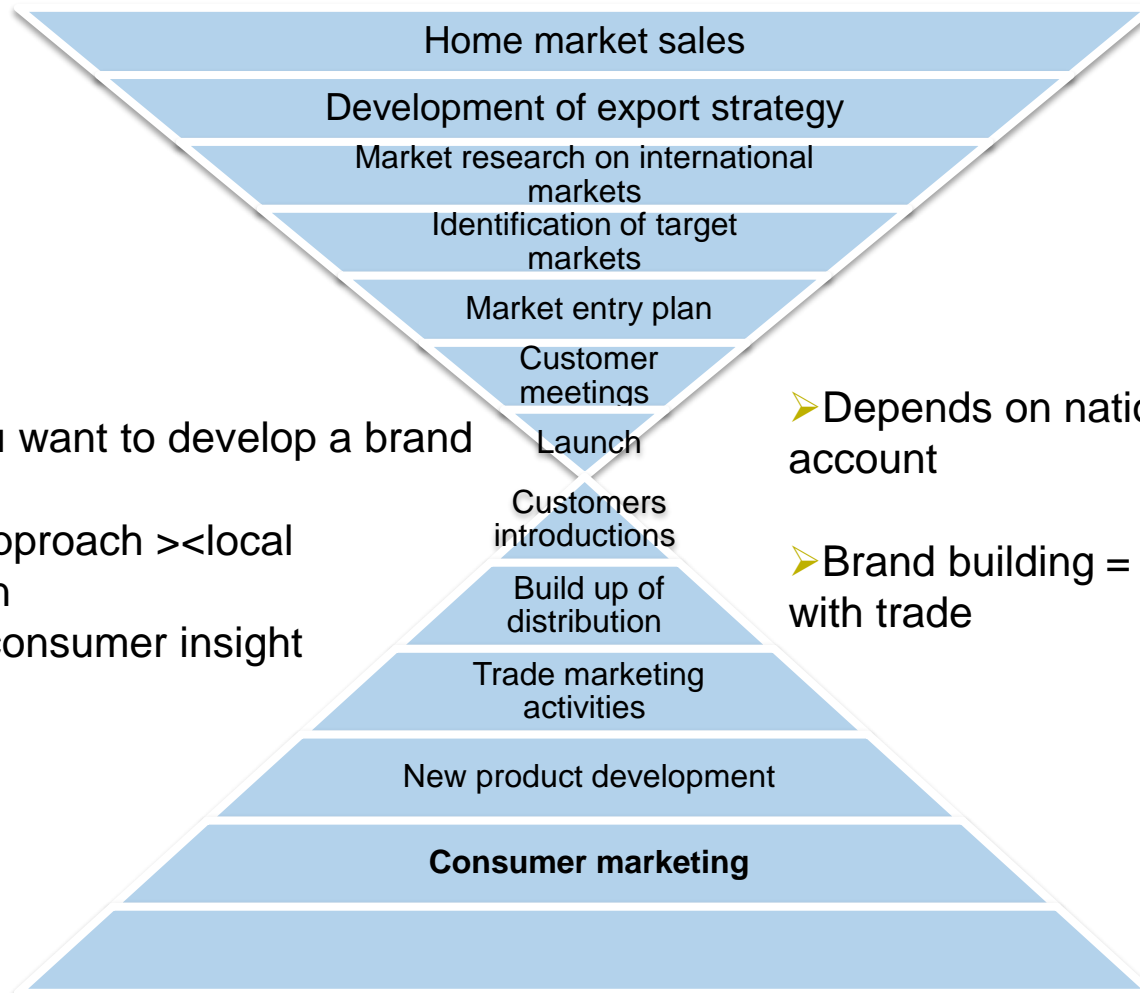
# Approach for successful international sales



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# Approach for successful international sales



- Essential if you want to develop a brand
- Expensive
- International approach ><local implementation
- Get sufficient consumer insight

➤ Depends on national roll out >< account

➤ Brand building = other relationship with trade



# Approach for successful international sales



- Own local office ?
- No markets in isolation
- Cross market fertilisation
- Constantly evaluate and adapt strategy

- Exports become international sales
- Extension of your home market
- International forms part of company's DNA

## Structural and sustainable business

# A changing international trade = need for different approach

- International trade is evolving from traditional working with agents and importers to a more direct relationship with the brand owner and manufacturer
- Exports: from reactive and opportunistic to pro-active and strategic
- Trade shows: wait for the client >< select and approach the client you want
- Market entry needs to be well prepared
- Focused approach



**Handle your foreign account as you would handle your Israeli one**



**KEEP  
CALM  
AND  
DO YOUR  
HOMEWORK**

**Understand  
your potential  
customer and the  
competitive environment.**

# Invest in time and resources.

# Get local advice.

**Go  
step by step,  
market by market.**

**Invest in  
sales people,  
not just in linguists.**



**International  
projects needs  
full support from  
company top management.**

**Develop  
and implement  
support programs:  
get your product off the shelf.**

# Have patience !

**Be  
Committed !!**

# THANK YOU !

**Green Seed Belgium NV/SA**

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