

Exports versus local marketing

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Food production for local markets

- Low prices / low income potential
- Little know-how required (product specifications/ certification etc.)
- Easy market access – multitude of clients
- Minor investment necessary
- Low risk

Food production for export markets

- High prices / high income potential
- High level of know-how required (product specifications/ certification etc.)
- Difficult market access - minor number of clients
- Major investment and infrastructure necessary
- High risk

Food production for exports + local markets

- A-qualities for exports – B-qualities for local markets
- High income potential
- High know-how required (product specifications/certification etc.)
- Difficult + easy market access – multitude of clients
- High investment + infrastructure necessary
- Lower risk!

Exports – Reasons for failure

- Not enough know-how/ no export structures
- No market access
- Not enough capital
- Quality of products not good enough for exports!
- Lacking reliability!! (answering requests, sending samples, samples corresponding to products shipped etc.....)

Production for exports or local markets?

- Analyze your situation (your aims, know-how, capital, access to markets etc.)!
- Calculate your costs of production and compare to market prices!
- Elaborate your own strategy starting from the market side!
- Make a business plan!