

Market Study Questionnaire

Answering this questionnaire will help us obtain a general overview of your product(s) and its market, allowing us to prepare, from the beginning of our business relationship, a more customized proposal and accurate outline of the internationalization study and expansion in the Brazilian market. This is key to fulfill your expectations on our work and for us to identify limitations, if any.

A. Your Company

1. Company Name
2. Website
3. Contact:
4. Is your company exporting for the first time?

Yes No

5. Which is(are) your country(ies) of priority¹?

6. Is your company exporting for the first time to the country(ies) of priority?

Yes No

7. Please explain the difficulties faced in the process so far, if any.

8. For how long has your company been exporting?

< 1 year 1-3 3-5 > 5 years

¹ Country of interest is the one(s) for which the market study is required.



9. Which countries have you been exporting to? If possible, please include shares of the main destinations:

10. Please provide all marketing materials and brochures about the product and company.

11. Are your products subject to licenses from any Technical or Sanitary Authority in Brazil? Are you aware of technical regulations in your markets of destination?



B. Your Product

1. Products

a. Description

b. NCM (SH Codes 2017, 8 digits). Please indicate if it should be confirmed.

c. Uses and Application

d. Target in Sales (kg and USD FOB)

e. Production Capacity and Current Capacity Use (per plant)

f. Is your product wholly obtained or produced in your country? If not, which process or activities of the production process take place domestically and abroad?



g. Any imported inputs, materials or intermediate goods are used in the production of the product? What share of the final value of the good represents the value of the imported inputs, materials or intermediate goods used?

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h. Unit Price – USD FOB/kg and USD FOB/unit (per plant location, home market and exports, if different):

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2. Who are the final users of your product, and for which applications?

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3. Is your product subject to any kind of regulation and non-automatic import license that you know of? Please detail:

Sanitary Phytosanitary Technical Standards Certification Procedures

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4. Which is the intended price range (USD/unit) for your product – at sight, ex works? Please indicate unit.

Between and

5. Which is the traditional mode of shipment of your product?

Sea Land Air Multi-modal

6. What is the average per unit cost of freight (USD) for your product per modal? If possible, please indicate the destination port(s):

Between and



7. Which is the share for domestic sales per product?

Domestic Sales (%)

8. How much is the sales average growth rate of your company in the last three years?

Domestic Sales International Sales

9. Which is/are the source/s of differentiation for your product?

Quality Functional Features Design Price Other

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10. Are there any substitutes for your product?

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11. Which are the main distribution channels² for your product? Do you normally work with agents and/or distributors in your export destinations? Trading companies?

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² Distribution channel is the path through which goods and services travel from the vendor to the consumer or payments for those products travel from the consumer to the vendor. A distribution channel can be as short as a direct transaction from the vendor to the consumer, or may include several interconnected intermediaries along the way such as wholesalers, distributors, agents and retailers. Each intermediary receives the item at one pricing point and moves it to the next higher pricing point until it reaches the final buyer. Coffee does not reach the consumer before first going through a channel involving the farmer, exporter, importer, distributor and the retailer. Also called the channel of distribution.



C. Clients and the Market

1. Who are your main clients?

Industries Final Consumers

2. Major Clients in the World with sales volumes:

3. Major Clients in Brazil with sales volumes:

4. New Target Clients in Brazil

5. Target Clients in other Countries



6. Main competitors - Domestic (market shares and capacity)

7. Major Competitors – World (market shares and capacity)

8. Major Competitors – Brazil (market shares and capacity)

9. Major Competitors – Other Countries (market shares and capacity)

10. What is your Main Objective of Engaging this Study (please highlight)?

- a. Market creation
- b. Market expansion
- c. Development of products of higher added value
- d. Other