



TDAP National Exporters Training Program (NETP)



Export Marketing

LEVEL II

Name of Instructor





Instructor's Introduction

- Profile section 1
- Profile section 2
- Profile section 3



**TDAP National Exporters
Training Program (NETP)**



Module Objectives

After this module, the participants should be able to answer the following questions:

- What is export marketing and why is it different from domestic marketing?
- What are the tools and channels for marketing internationally?
- What are the sources of help available in Pakistan



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SLIDE NAVIGATOR



Export Marketing



Step-wise approach towards
export marketing



Sources of help
available in Pakistan





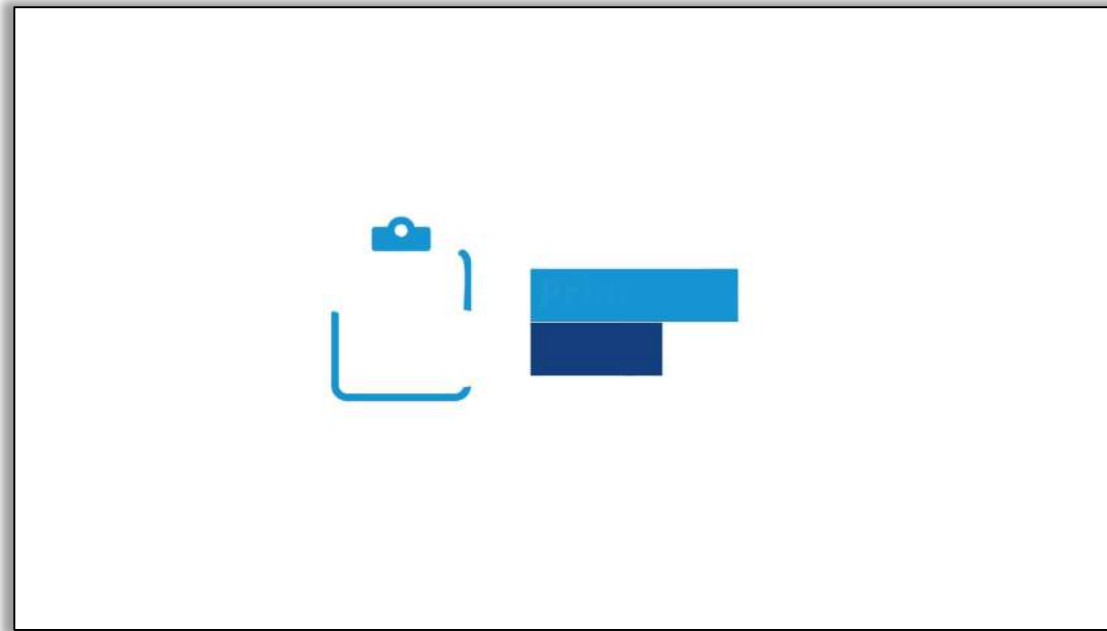
Difference between domestic and export marketing

- At the international level competition becomes stiffer
- Population of Pakistan is roughly 200 million while the population of the world is around 7.6 billion. This gigantic pool of potential buyers and an equally big group of competitors gives a fair idea of the importance of marketing in the process of exports.
- Other considerations in international marketing include
 - the legal requirements,
 - culture,
 - buying power, and
 - the geopolitical situation of a certain region.
- All these factors make international marketing very complex and very different from domestic marketing.





Difference between domestic and export marketing

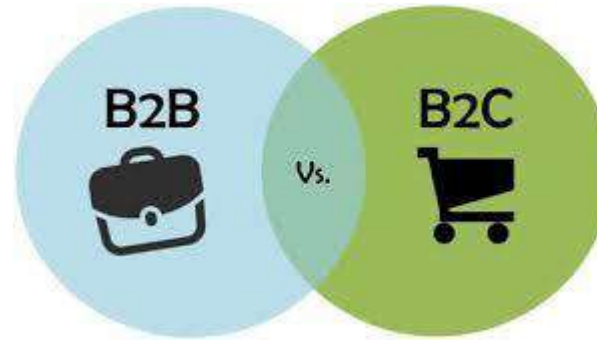


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Difference between B2B and B2C marketing

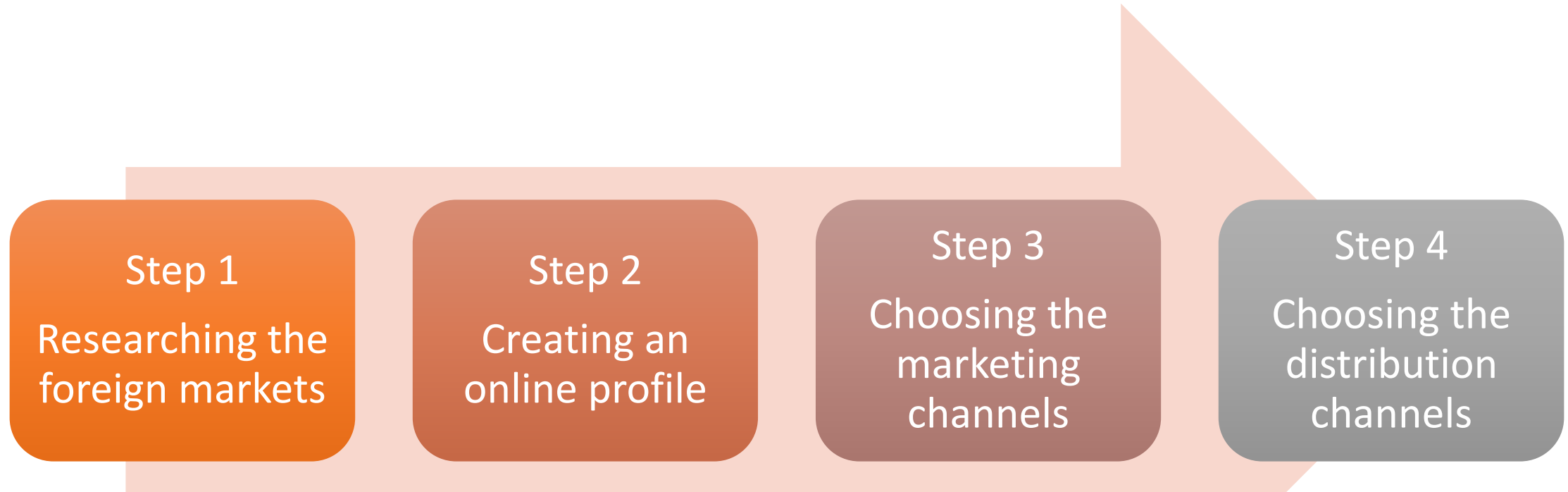


- Most of the textile and leather manufacturers in Pakistan are making apparels for international big brands.
- In these cases, they are not coming in contact with the consumer of these products directly and therefore fall in the category of B2B.
- On the other hand, if a business appoints a distributor in a foreign country and makes his or her products available in the retail store then this business falls in the B2C category.
- Basic principles of marketing for these two categories are similar but the channels of marketing may defer.





A step-wise approach towards export marketing



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Step 1 - Researching the foreign markets

Web-based research

- Screening potential markets using the available data
 - Trademap.org
- Assessing potential markets by studying country reports
 - [Country reports by World Economic Forum \(WEF\)](#)
 - [Trade profiles by World Trade Organization \(WTO\)](#)
- Learning about quality assessment of the product
 - [Pakistan Standards and Quality Control Authority \(PSQCA\)](#)





Step 1 - Researching the foreign markets

Understanding Pakistan's trade agreements with different countries

- South Asian Free Trade Agreement (SAFTA)
- Pak-Indonesia Preferential Trade Agreement
- Pakistan – Sri Lanka Free Trade Agreement
- Pakistan – Malaysia Free Trade Agreement
- Pakistan – China Free Trade Agreement
- Pakistan – Iran Preferential Trade Agreement
- Pakistan – Mauritius Preferential Trade Agreement
- Pak-Afghan Transit Trade Agreement
- Look Africa Plan 2017
- The Generalized Scheme of Preferences (GSP)
- Free trade zones



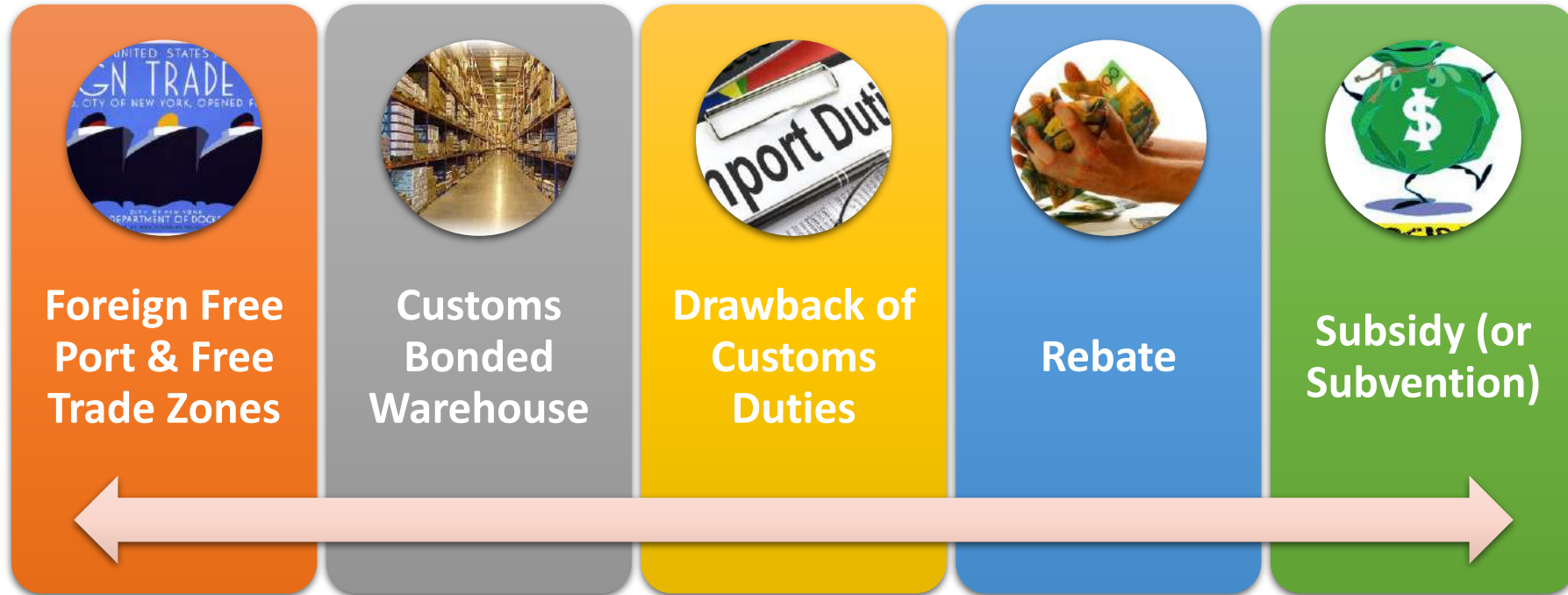
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Step 1 - Researching the foreign markets

Free Trade Zones, Rebates, and Subsidies





Step 1 - Researching the foreign markets

Taking help from Government Agencies



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Step 2 – Creating an online profile



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Step 2 – Creating an online profile

Role of Certifications in enhancing the company profile

- International certifications gives an assurance to the foreign buyers of the quality of product and service
- Requirement of certification requirements depends upon the type of product. Most common and general certification is that of ISO 9001 which certifies the Quality Management System (QMS) of an organization.
- ISO 14001 is another certification that ensure the Health, Safety and Environment (HSE) at work and is a part of the Environmental Management System (EMS) of ISO.





Step 3 – Choosing the Marketing Channels

- International marketing agencies
- Online channels
 - Facebook
 - Google
 - Search Engine Optimization
 - Email marketing





Step 3 – Choosing the Marketing Channels

Exhibitions and Trade Fairs

- Exhibitions and trade fairs are the most effective means of acquiring buyers and marketing the products at an international level.
- Effective participation in trade fairs requires a significant amount of time for detailed planning.
- Exporters should clearly define their objectives for participation in these exhibitions.
- It is recommended that the planning of participating in a fair should start eight to nine months in advance and before participating





Step 3 – Choosing the Marketing Channels

Exhibitions and Trade Fairs

Selection and decision making criteria of Trade Fairs

- A company needs to choose the type of trade fair on the basis of regions and potential visitors.
- Only because your competitors will be attending or because your customers might want to see you at the fair are not the reasons strong enough to justify such a far-reaching commitment.
- Attending as Trade Visitor allows one to see first-hand how exhibitors and competitors are represented, how large the stands are, how much is spent on stand design, how products are presented





Step 3 – Choosing the Marketing Channels

Exhibitions and Trade Fairs

Homework before going ahead for a Trade Fair

- Once the decision of going to a trade fair has been made, following must be considered well in advance in order to make the marketing of your product as effective as possible:
- Request thoroughly go through the trade fair documentation
- Determine the stand size and plan accordingly
- Apply early for registration to make sure you get a good stall location
- Carefully create a collection that you want to exhibit
- Plan for the stall including how the exhibits will be displayed depending upon the location



Activity

Handout # NETP-HO-M4L2-01

In your Activity Books
take out handout #
NETP-HO-M4L2-01



Indicate the best location
of a stall and provide
reason





Step 3 – Choosing the Marketing Channels

Exhibitions and Trade Fairs

Making stall meetings more useful

- Often the difference between success and failure of show participation is the people staffing the booth.
- It is important that every single meeting is taken seriously, and professionalism is demonstrated through every single act.
- While meetings are going on with potential or current customers it is important that someone notes down all important points being discussed and any action-points.





Step 3 – Choosing the Marketing Channels

Exhibitions and Trade Fairs

Follow up after attending a trade fair

- Following up with the potential buyers after the fair is also an important part of the strategy of using fairs and exhibitions as marketing channels.
- Analysis of the participation must also be performed by examining the overall experience, potential number of orders, potential long-term relationships, and the notes taken during meetings at the fair.
- The results of the analysis should be able to indicate if the corporate objectives of attending the fair were achieved and if not then what were the reasons.

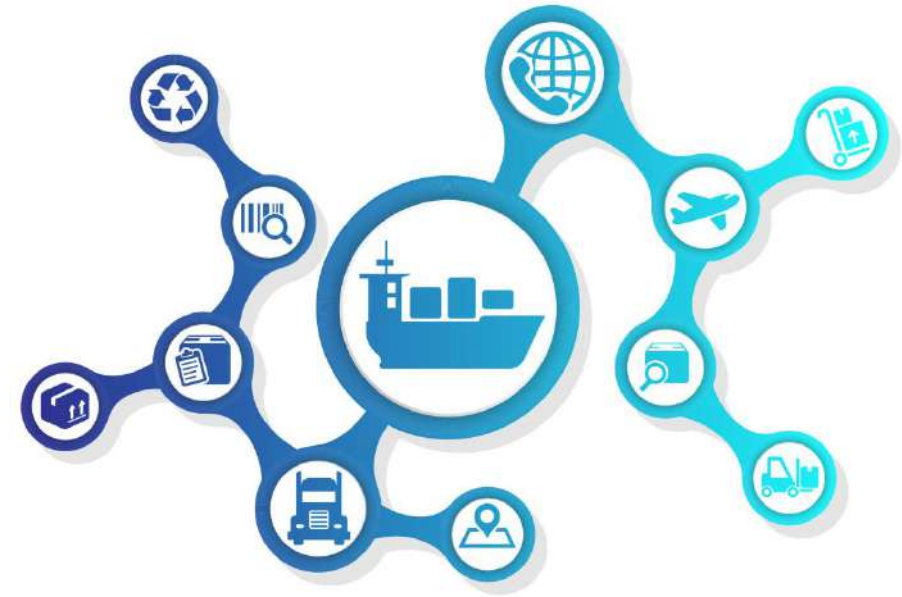




Step 4 – Choosing the Distribution Channels

Hiring a marketing/distribution organization

- Export commission house or export buying agents
- Confirming house
- Resident buyer
- Broker
- Export Management Company (EMC)
- Manufacturer's Export Agent
- Export desk jobber



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Step 4 – Choosing the Distribution Channels

Working through an export department

• This could be a division or department established by the manufacturer/exporter in home country to handle exports. Three variations of this approach could be:

- Built-in Export Department
- Separate Export Department
- Export Sales Subsidiary





Step 4 – Choosing the Distribution Channels

Foreign Sales Office

This branch handles all sale, distribution and promotion for a given market and allows closer supervision of distribution and sales activities. Following could be a few variation of this approach:

- Storage or Warehousing Facilities
- Foreign Sales Subsidiary
- Traveling Sales Person





Step 4 – Choosing the Distribution Channels

Using Ecommerce Channels

Etsy

amazon

SOUQ
.com

Alibaba.com™

ebay

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Step 4 – Choosing the Distribution Channels



Amazon is the fastest growing online retailer in USA. Unfortunately, it is not active in Pakistan and, therefore, in case Pakistani exporters want to use amazon.com for retailing in those parts of the world where it is active, following steps will have to be taken:



Activity

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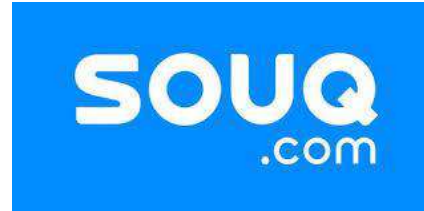


Read the story of Safwan’s
success and discuss the
learning points





Step 4 – Choosing the Distribution Channels



- Now an Amazon company, souk.com is mostly dominant in the Gulf region.
- The process of selling through Souk FBS is almost similar to Amazon FBA with the exception that an exporter will require to purchase a licence that currently costs around Dhs 15,000 (Please also check the current cost).
- This will have to be obtained by a local resident who can work as a partner with the exporter.





Step 4 – Choosing the Distribution Channels

Different online marketplaces are dominant in different parts of the world.



Etsy.com is very popular in UK for selling handmade and art-n-craft items



Alibaba may also be used for a wholesale or B2B deals. Its toned down version Ali Express, however, can be used for retailing goods, generally throughout the world but more specifically, to the Asian and Far East regions



In the current times this platform is normally being used for second hand items which could be bought either directly or through auction





Introduction to TDAP and its services for Exporters

- TDAP has the vision of broadening the base of Pakistan's exports by upgrading export potential of products where Pakistan has competitive advantage & increasing their market share in traditional as well as new markets.
- The main objectives of TDAP in this regard are:
 - Enlarge export base by enlisting new exporters and creating new products.
 - Improve competitiveness of Pakistani products in global markets.
 - Enlarge market share by promotional activities in Traditional and Non-Traditional Markets





Introduction to TDAP and its services for Exporters

TDAP Regional Offices



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Support Services by TDAP

- Every year TDAP participates in over 100 trade exhibitions. Subsidized stands/stalls are given to exporters. A complete list of annual calendars can be viewed in the pdf section of TDAP website (<http://tdap.gov.pk/pdf>)
- Guidelines for participation in exhibitions can be downloaded from following link: [http://tdap.gov.pk/pdf/Guidelines for Exhibition.pdf](http://tdap.gov.pk/pdf/Guidelines%20for%20Exhibition.pdf)
- Freight Supports/Subsidies
- Facilitation and concessions to exporters for acquiring international certification
- Support and subsidies for international warehousing and showroom



Activity

Handout # NETP-HO-M4L2-03

In your Activity Books
take out handout #
NETP-HO-M4L2-03



Choose the right answer





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Thank You

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