

CHOOSING A DISTRIBUTOR/SUPPLIER IN THE TARGET MARKET

Who are best suppliers/distributors in the target market?	
What is their market coverage?	
What are their lines and products? Are they complementary or competitive to yours?	
Who are their customers?	
What is their experience and relationship with their customers?	
What do you need in the target market?	<ul style="list-style-type: none"> Physical facilities (e.g. storage) Shipping and delivery Sales Promotion and marketing After-sales service and product support Other services
What kind of staff and capabilities do they have?	
What can they offer you?	<ul style="list-style-type: none"> Physical facilities (e.g. storage) Shipping and delivery Sales Promotion and marketing After-sales service and product support Other services
How capable are they?	
Are they willing to be trained? Can you learn from each other?	
What is their information-gathering ability?	
What are their levels of technological sophistication? Use of technology?	
What is their ability to provide after-sales support and customer service?	

Source: Export Market Access Tool, Latin America and Caribbean Trade Division, Department of Foreign Affairs and International Trade