

Exporters' Checklist for Briefing Information for Overseas Trade Posts (cont'd)

Company sales pitch

List five or six key points about your company that would be of interest to prospective agents (e.g. service support policy, agent training, etc.).

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Competitors

List the brand names, company names, city and country of your main competitors.

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Market projections

List your projected sales for the next three years. List key target industry sectors and potential customers in as much detail as possible.

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Method of distribution for products

Describe how you would like to distribute your product (e.g. directly, or through agents or distributors, etc.).

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Indicate the price structure you have in mind.

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Characteristics of and effective agent for products

Describe in detail the characteristics/experience/background that a good agent for your product should have.

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Comments

List any additional information about your company you feel would be helpful in establishing overseas contacts.

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