

01

Criteria to Facilitate SMEs Access to Niche Export Markets



Supply Chain





Supply Chain

Product Range

Full Product range Including grade, size and color:

Product Size/Grading

Assessing the grading of products offered

Procurement of raw materials and semi-finished products.(AGRI)

How procurement is organised.

- **Compliance with EU legislation**
Describes and assesses whether the products meet EU legislative requirements on consumer health, safety and environmental issue
- **Quality & Quality Control Procedures**
Overall quality of products offered
- **Production Flow**
Effectiveness and Efficiency of production flow



Supply Chain

Production Process Development

Flexibility of the production process

Equipment

Quality of the equipment used in the used in the production process

Test/Laboratory Facilities

Condition of the test and laboratory Facilities

- **Export Packaging and the Market**
Packaging of products for Export.
- **Accommodation of the Company-Offices & Premises**
Overall quality of products offered
- **What Certification does the organization hold?**

LOGISTICS INFORMATION





LOGISTICS INFORMATION

Delivery Times

Factors
determining
delivery times.

Terms Of Delivery

Terms of delivery
EFTA buyers

Min/Max Order Quantity

The order the
company can
handle compared
against the size of
orders generally
placed by
importers

Logistical Services

Handling of
products during
transportation

MARKETING



MARKETING



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Company Brochure

Do company brochures meet market requirements.

Customer Relationship Management

How CRM is practiced in the company

Company Website

Does the website meet market requirements

Product Information

Assess the product information Presented

Knowledge of Product Application

Knowledge or ideas about the application of the products in foreign markets

Disputes

Does the organisation have any outstanding disputes or contract issues with importers abroad?

SALES PLANNING



SALES PLANNING



INTERNATIONAL SALES PLAN

How to go forward in
expanding its sales

DISTRIBUTION PLAN

What distribution
channels it wants to
use in its expansion



PRICING



PRICING



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PRICE

The intended price or price policy is attractive for the EU/EFTA markets

COST PRICE CALCULATION

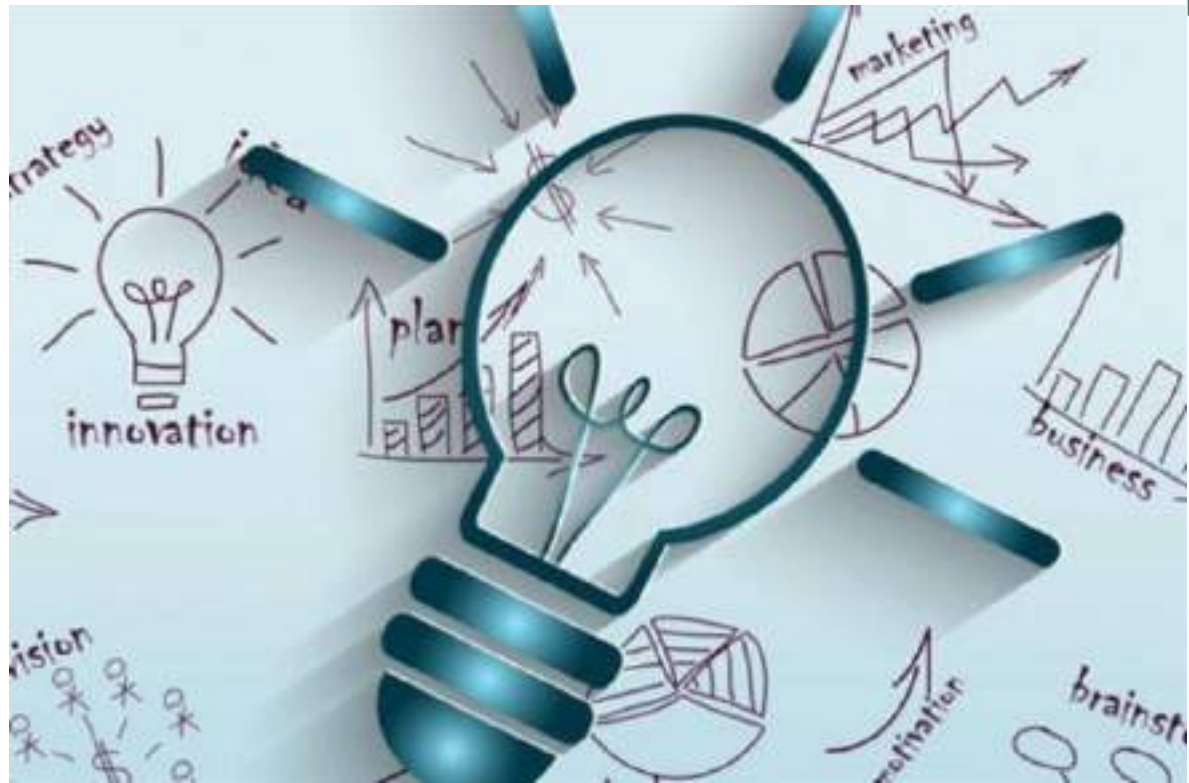
How the company calculates its cost price

TERMS OF PAYMENT

Are the terms of payment suitable for the EU/EFTA markets.



EXPORT KNOWLEDGE



EXPORT KNOWLEDGE



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EXPORT EXPERIENCE

Which products / services are being exported and to which countries and clients

EXPORT PERFORMANCE

The performance of past exports: compare expected with realized sales, profit obtained from export compared to local market

PLANNING AND STRATEGY

Does the company have a clear defined strategy and/or vision, in general and specified for exports



FINANCE



FINANCE



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SALES HISTORY

How sales have developed over the last 3-5 years.

ACCESS TO CREDIT

The availability of credit for export financing (short term lending) and for investments.

PROFITABILITY

The profit margin over 3-5 years.

FINANCIAL SITUATION

Current ratio=
current assets/
current liabilities

BOOKKEEPING

Assess the capabilities of the company of doing proper bookkeeping.



COMMUNICATION



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AVAILABLE MEANS OF COMMUNICATION

the means of communication the company deploys (email, fax, website, Skype, chat).

CUSTOMER SERVICE

The capability of the company to deliver services to its clients..

EFFECTIVENESS OF COMMUNICATION

The effectiveness of communication as revealed by reactions to CBI correspondence and export audit.



MANAGEMENT



MANAGEMENT



ORGANIZATION STRUCTURE

How the organization is structured.

COMMITMENT

The level of commitment of the management towards expanding into international markets

TRANSPARENCY / COOPERATION

The level of transparency of the management and the willingness to cooperate with suppliers / buyers and external experts



HUMAN RESOURCE MANAGEMENT



HUMAN RESOURCE MANAGEMENT

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JOB DESCRIPTION

The positions within the company.

STAFF TRAINING

The company is aware of the necessity to provide their staff with education or training in particular related to export skills.

ACQUISITION & SELECTION

How the company acquires expertise when not available in-house.



CORPORATE SOCIAL RESPONSIBILITY



CORPORATE SOCIAL RESPONSIBILITY



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Child Labour

Forced Labour

Human Rights

Fair Labour Practices

Temporary and Seasonal Workers

Health and Safety

Environment

Corruption



ASSESSMENT OF MARKET OPPORTUNITIES



ASSESSMENT OF MARKET OPPORTUNITIES

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DISTRIBUTION AND ENTRY OPTIONS

An overview of the possibilities in terms of product, markets and distribution for the company in the EU/EFTA area.

EXPECTED EU MARKET CHANCES

GENERAL REMARKS AND IMPRESSIONS



THANK YOU

