



market selection.net

Do you know which overseas countries are the **most promising markets for you?**

Do you want to focus your resources on markets **most likely to give the strongest return?**



We can show you how to prioritise your own overseas markets

Why market selection?

Prioritising export markets is one of the first steps to developing an export strategy.

For companies thinking about exporting for the first time, it gives them an idea of where they should start their exporting activity.

"Really enjoyed the session today, got us all thinking about how we approach selection and research in the future and given us some solid ideas to start with. As an SME it's easy to get caught up in your own world so having an external resource to tap into is excellent for us."
Simon Sheridan, Geotechnical Instruments (UK) Ltd.

For existing exporters, it helps to develop a strategic approach, setting long and medium-term plans for future markets.

"We found today's meeting very helpful and I think this map tool will be most useful. We'll get straight onto looking at the maps, adding our own info etc."
Rob Elwin Globestock Ltd

It helps to prioritise enquiries so as not to spend too much time on requests from unlikely markets.

"It saved us considerable time & money by streamlining the selection process; the market selection tool has proved to be extremely useful - it has helped with the assessment of our performance in existing markets, as well as making selecting a new market a much more systematic process."
Guy Atkins, Managing Director, Jo Bird & Co Ltd

It challenges initial thoughts on export markets

"Thank you very much for the help and advice you gave us yesterday and for the chart. It certainly gives us food for thought and also gives us the framework for targeting specific markets and gets us focussed in a more structured manner."
David Armstrong - First Grade International Limited

It identifies new markets

"Thanks for the meeting on Monday, we found it really useful and thought provoking. We would certainly never have thought of Ireland but for you, though it seems an obvious place to look now! Thanks too for our map which we will use to guide through this next stage of planning for the future."
Ros Howard, Counterpoint Courses Ltd

It identifies sources of information about overseas markets

The consultants have access to a vast range of information about export markets.

"It was indeed a useful session and provided a time to think about what we need to do strategically to analyse the market so some good food for thought; I am still intrigued by the Germany numbers. It is probably the first time that we have 'analytically' looked at the market. We will get the data for the market selection map in the coming days."

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What is market selection?

There are a number of reasons that might lead an exporter to trade with a particular overseas market. News of a trade show or seminar, the source of an unsolicited enquiry, something read in a trade publication or a frequent holiday destination are amongst the many reasons cited by companies for choosing a potential export market for further research. We urge companies to adopt a systematic and objective approach before deciding where to concentrate their exporting activity.

Many people will offer advice on where the best opportunities might lie.

We can help you make an informed and rational decision about which countries to give priority. Using a straight-forward, affordable and transparent methodology, the research consultant will guide you in the determination of the criteria to use. An online software programme will plot the possible countries onto a two dimensional grid of ease and demand enabling you to decide where to focus your resources.

"Thanks again for all the information and help – the tool is fantastic and I'm looking forward to getting started!!"

Market Selection Tool helps RSS clarify where to focus and results in significant sales

Road Safety Support (RSS) provides specialist services to local authorities and police to reduce road casualties.

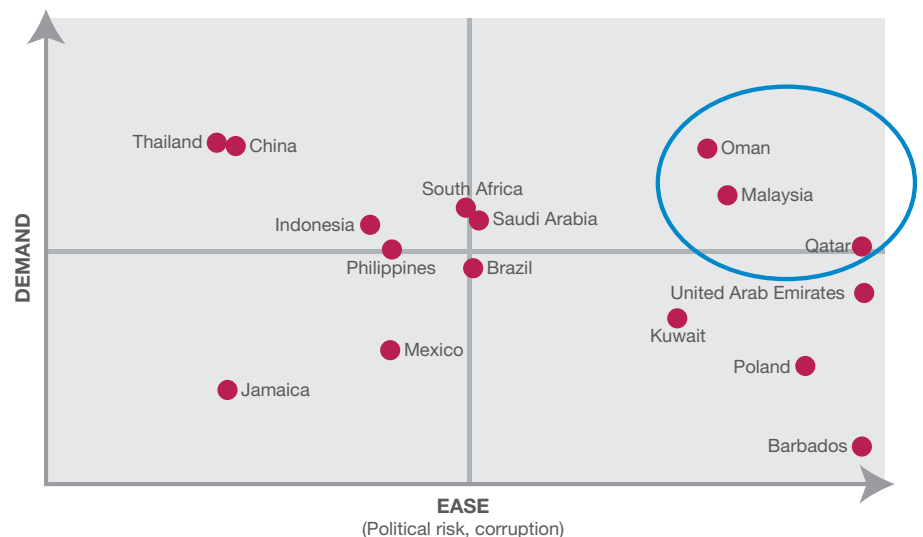
Going to many conferences throughout the world, the company had collected a lot of contacts in a wide range of countries. Adam Briggs, Senior Overseas Adviser, knew they were unlikely to be successful with a 'scattergun' approach and needed to prioritise those countries where they were likely to have most impact.



Adam met with Alice Mamier, Research consultant who helped him to identify the key criteria that would influence the likely demand for RSS's services and those which would make for an easier market to target. "Clearly we needed to identify markets with casualty issues", said Adam, "but we also needed to consider countries which actually have the funding – targeting countries with need but no funding is not going to result in good business!"

The key countries of interest were found to be Oman, Qatar and Malaysia.

RSS then decided to explore the Malaysian Opportunity and Adam planned a research trip to understand the environment for RSS's service over there and adapt their offering accordingly. Within a year, RSS had won several significant pieces of business from Malaysia. "The market selection support really clarified our thinking", explained Adam, "and helped us to focus so we could prioritise our time where it got results!"



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