

MARKET INSIGHTS

A 360-degree view on foreign markets



January 2024

Summary

The ExportPlanning's Market Insights service in brief	pag. 3
Market Insights Report	pag. 4
1. Business Information Integration	pag. 4
2. Market Trends	pag. 4
3. Budget Support 2024	pag. 4
4. Competitor Prices	pag. 5
5. Mirror Flow	pag. 5
6. Market Portfolio Optimization	pag. 5

The ExportPlanning's Market Insights service in brief

The planning of business activities abroad requires appropriate decisions, and the quality of such decisions increasingly depends on the information available. In an internationally uncertain context, like the current one, the less information available, the greater the risk of making wrong decisions.




What is the intensity of the ongoing slowdown in global trade? How is it affecting different markets? What is the expected outlook for 2024? What pricing policies are my competitors adopting?

In a context of global economy slowdown and high inflation, it will be crucial to provide the right answers to these questions. ExportPlanning has therefore designed the Market Insights service to precisely measure these phenomena in your markets of interest. The analysis, monitoring, and definition of forecasting scenarios for international markets are strategic levers of utmost importance in an uncertain and ever-changing framework. The goal is to provide 360-degree support to corporate market intelligence and the optimization of resources, achieving the best results from foreign sales.

The Market Insights service draws from the *ExportPlanning Information System*, which contains foreign trade statistics published by EUROSTAT (integrated for non-EU countries with data from UN Comtrade and various national statistical institutes), macroeconomic data, and forecast data for more than 150 countries and over 5000 Harmonized System codes.

Market Insights Report

The Market Insights delivery can be provided in report formats (PDF) or data sheets (Excel/CSV, etc.).

	<p>Business Information Integration What is the comprehensive overview of competitor countries in a specific market/area?</p> <p>The processing allows combining business market intelligence sources with information derived from foreign trade statistics. This enables the company to have a 360° view of exporting countries active in a market/geographic area. It is possible to replicate the output for a maximum of 3 customs codes, given an aggregate (market/geographic area) of interest.</p> <p>PRICE: 375€ + VAT *</p>
	<p>Market Trends What is the current trend in my areas of interest?</p> <p>To understand the recent evolution of imports in a market in terms of values, quantities, and prices. It is possible to replicate the output for 6 customs codes and 1 market, or 1 customs code and 6 markets, or a combination of the two (e.g., 2 customs codes and 3 markets).</p> <p>PRICE: 500€ + VAT *</p>
	<p>Budget Support 2024 How can I obtain a market forecast for budgeting activities?</p> <p>To support sales budgeting through market forecasts segmented by products and competitor countries. With the ExportPlanning forecasting scenario, the company can have benchmarks to compare expected sales and to evaluate their feasibility. It is possible to replicate the output for 6 customs codes and 1 market, or 1 customs code and 6 markets, or a combination of the two (e.g., 2 customs codes and 3 markets).</p> <p>PRICE: 750€ + VAT *</p>

*All prices indicated are subject to the **ExportPlanning promotions**, see page 6.



Competitor Prices

How have my competitors' prices changed?

The delivery allows verifying the alignment of the company's sales prices with the price dynamics of the main exporting countries in a specific market. It is possible to replicate the output for 6 customs codes and 1 market, or 1 customs code and 6 markets, or a combination of the two (e.g., 2 customs codes and 3 markets).

PRICE: 875€ + VAT *



Mirror Flow

How can I obtain the maximum information from import and export customs flows?

Foreign trade data has the peculiarity of being recorded twice, independently: first at the customs of the exporting country (export flow), and second at the customs of the importing country (import flow). The processing highlights the peculiarities of the double declaration for a certain market, providing the maximum degree of information possible for specialists. It is possible to replicate the output for 6 customs codes and 1 market, or 1 customs code and 6 markets, or a combination of the two (e.g., 2 customs codes and 3 markets).

PRICE: 950€ + VAT *



Market Portfolio Optimization

Am I investing in the right markets?

To have an informative guidance on markets to prioritize in a context of international economic slowdown. The processing allows comparing the outlook and import dynamics of different geographies to optimize one's market portfolio. It is possible to replicate the output for a maximum of 3 customs codes.

PRICE: 1125€ + VAT *

*All prices indicated are subject to the **ExportPlanning promotions**, see page 6.

Promotions

All prices mentioned are subject to the ExportPlanning promotions listed below:

Size discount for manufacturing companies (not applicable to service companies)

Discount based on the 2022 or 2023 revenue:

- Revenue < 10 M €: 40% discount
- Revenue < 30 M €: 35% discount
- Revenue < 50 M €: 30% discount
- Revenue < 75 M €: 25% discount
- Revenue < 100 M €: 20% discount
- Revenue < 200 M €: 15% discount
- Revenue < 300 M €: 10% discount
- Revenue < 500 M €: 5% discount

Time-limited discount:

- 30% discount valid for requests received by February 2024
- 25% discount valid for requests received by April 2024
- 20% discount valid for requests received by June 2024
- 15% discount valid for requests received by August 2024
- 10% discount valid for requests received by October 2024
- 5% discount valid for requests received by December 2024

Note: Promotions are cumulative up to a maximum of 50%.

*Find out more exportplanning.com
and contact us info@exportplanning.com*

