



International Office Services

Market Overview Study

In order to help your firm decide whether or not a market in another country is worth pursuing, our international offices will attempt to answer nine key questions on your behalf:

- Is the product culturally acceptable in the market?
- Is the product currently sold in the market?
- Is the product currently produced in the market?
- How much of the product is sold in the market?
- How is it sold?
- Who are your likely competitors?
- What are the tariffs, taxes, and other costs you will face when exporting to the market?
- How will your prices compare with your competitors?
- Are there significant regulatory issues that may affect market entry?

For consumer products, our international office staff will visit major retail outlets. For industrial/commercial products they will obtain information through visits or telephone contacts with strategic connections in the market.

With the above information, you will be able to make more informed decisions about whether to enter the market, what distribution method(s) to use, what discounts you may have to give to find a distributor, and what you can expect in sales potential. It is not always possible to find answers to all nine questions. In some markets, reliable data is not available. It is also often difficult to determine potential total market size for many products in developing markets. What you will receive from our international office is the best available information.

Space is provided on our Service Request Form for additional questions you may have related to the market in question. Our international office staff will review your questions and determine if it is possible to provide such information within the scope of our Market Overview study service.

Market studies are priced per market and per product. In Canada, many studies are conducted for the eastern or western halves of the country. Research in China is conducted by region:

Northeast (Heilongjiang, Jilin, Liaoning provinces)

North (Beijing, Tianjin, Hebei, Shanxi, Inner Mongolia provinces)

East (Shanghai, Jiangsu, Zhejiang, Shandong, Anhui, Jiangxi, Fujian provinces)

South (Henan, Hubei, Hunan, Guangdong, Guangxi, Hainan provinces)

Southwest (Chongqing, Sichuan, Yunnan, Guizhou provinces)

Northwest (Tibet, Sha'anxi, Gansu, Ningxia, Qinghai, Xinjiang provinces)

Market Overview Study cost \$550 per study. As a general rule, allow 4-6 weeks before the work can be started. From that start date, 2-6 weeks are needed to complete the project. This is a general estimate only. Some work may not require as much time and may be started sooner depending on the country and the workload. Others may take longer than noted depending on the difficulty of the project and available information sources.

The Department of Commerce subsidizes this research in international markets. The State of Wisconsin believes that the growth of exports is critical to businesses in the state. Therefore we have contracted with high quality consultants and through a contracting mechanism have been able to substantially reduce the cost of services to you.