

# External Market



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## Market Research

Perhaps the main export step is market research. It is essential for a successful operation, greater investment security and assertiveness.

This market study can be divided into three parts, Product identification in the international market; Identify promising markets and study the selected market.

- **Identifying the product:** Each product has a nomenclature in the international market and its identification facilitates and speeds up the exchange of goods between countries with different languages. In addition, there is the Mercosur Common Nomenclature (NMC), intended for countries belonging to the group, and the Harmonized System (HS), a system valid for the whole world.
- **Promising markets:** At this stage, the company must research the country it wants to export. Considering demographic, cultural, religious, economic, infrastructure data, among others. Furthermore, it is advisable to carry out a survey of the players that exist in the target market, what are their weaknesses, strengths and differentials.

A marketing analysis must also be carried out, in order to map the brand's positioning in the market, and then develop a penetration strategy in the importing country.

- **Market information:** The third and final step is to study and gather information obtained from the chosen importing country. For this, some key points must be observed, such as whether the country has trade barriers, whether it has a good infrastructure, what is the investment risk in the country, among other information.

□ <http://www.investexportbrasil.gov.br/classificacao-de-mercadorias>

# Difficulties



# Obstacles

## Commercial Barriers

In an attempt to protect their domestic economy, some countries create trade barriers. These barriers are laws, measures, regulations or government practices that make it difficult for a certain product to enter. This posture is called protectionism.

In 1994, Brazil adhered to the set of rules of the World Trade Organization (WTO), highlighting subsidies, anti dumping agreements and compensatory and safeguard measures from this set.

There are two groups of barriers that are most common:

- **Tariff:** These are import tariffs created by the government to make it difficult for certain segments to enter the country.
- **Non Tariff:** It is made up of internal measures of incentive character. That is, subsidies, compensatory measures, anti-dumping, among others. In addition to these, there are also border measures such as quantitative import restrictions, customs procedures, arbitrary customs valuation and so on.

It is important to highlight the technical barriers (Safeguard Measures and Sanitary and Phytosanitary Measures), which can occur due to the lack of transparency in the rules and regulations and also due to the imposition of certain slow procedures for conformity assessment.

# Sustainable Project



## Long Term Strategy

And finally, when working on an export project, the company must raise awareness and involve its workforce in the process, it is important that efforts are made so that the export culture is incorporated into the company aiming at a sustainable and medium-long term process. This will facilitate overcoming obstacles and implementing changes arising from internationalization that are likely to be needed over time.

Working in Foreign Trade must be part of the company's strategic planning and business model. In addition, to conquer the foreign market, persistence, resilience, investment and patience are needed to work well with all queries and be able to transform them into orders and partnerships.



# References

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