

GRID

Selecting an export market

Comparing target markets against consistent criteria before committing resources

Choosing an export market commits resources over time: prospecting, adapting the offering, compliance, logistics, financing. Too often the choice rests on a one-off opportunity rather than on a methodical comparison.

The grid scores each market considered on ten criteria (1 = unfavourable; 5 = favourable). It is completed once per market; markets are then ranked by total score, weighted where appropriate by the relative importance of each criterion for the business.

Market assessed

Country or region:

Product or service concerned:

Sources consulted and date:

Attractiveness criteria

Size and growth of demand ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Price level and achievable margins ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Intensity of competition ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Tariff access: applicable duties, preferences, trade agreements
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Non-tariff barriers: standards, certifications, registrations
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Feasibility criteria

Logistical proximity and transport costs ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Country risk and payment risk ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Cultural and linguistic proximity ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Available network: partners, distributors, representation ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Fit of the current offering without major adaptation ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Conclusion

Total score out of 50:

Prerequisites for entry:

Entry mode envisaged: direct export, agent, distributor, local establishment:

Decision: priority / to be investigated / rejected:

Notes for use

- For each market, check the preferential origin of the products: it determines access to the reduced duties provided for by trade agreements.

General information document; it constitutes neither legal advice nor an opinion on a particular situation. References to legal texts should be checked against the version in force on the date of use.

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- A high attractiveness score does not offset a critical weakness in feasibility: set, where necessary, a minimum threshold per criterion.

References

- International Trade Centre (ITC), Trade Map and Market Access Map tools.