

From High Class to Mass

International brand builders may validate a logical progression to market entry. Most export brands deliver unique products, but at a premium price. It's a natural first step to target "gourmet" food stores and supermarkets patronized by upscale shoppers first. E-commerce is an excellent channel to gain early visibility for an overseas entrant. Many exporters should focus on success in these channels prior to targeting mainstream supermarkets supplying middle class shoppers. These chains tend to offer larger store counts, but higher cost of entry and promotion. Phase three retailers represent a final challenge once your brand has achieved a respectable market share. These retailers tend to be "value oriented" and demand lower price points to gain acceptance by shoppers on a more limited budget.

Export Solutions recommends conducting a retailer segmentation exercise for each country. Align customer demographic characteristics with the market development trajectory for your brand.



Sequence	Demographic	Retail Targets
Phase One	High Class	<ul style="list-style-type: none"> • High end supermarkets • Gourmet deli's • "Homesick" expat shops • Specialty retailers • E-commerce
Phase Two	Mainstream	<ul style="list-style-type: none"> • Conventional supermarkets targeting "suburban" shoppers
Phase Three	Mass	<ul style="list-style-type: none"> • Value oriented supermarket and hypermarket chains • Convenience – "small shops"

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