

Reduce Export Diverting

Activity	Bad Practice	Best Practice
Logistics	Allow factory pickup or delivery to USA* port	Ship directly to distributor
Label	USA* pack, 100% English	Translated to distributor's language
Distributor Profile	Small company with no web site or brand references	Well known local distributor handling other global brands
Pricing	Low price combined with USA* port pickup	Export pricing model, ship directly to distributor
Partner Due Diligence	Start partnership without visit	Extensive evaluation, including in market visit
Pack Size	Standard USA* package	Special "multi language" pack, labeled "Export Only"
Store Check	No trip to check stores	Annual visit to document store conditions and warehouse stock
Listing Map	No customer level information	Report local product authorization, by retailer
Syndicated Data	No data	Obtain data to compare purchase levels with market consumption
Reference Check	No financial or commercial checks	Check current principals plus financial institutions (D & B)

* For Made in USA brands