

Market analysis information and tools

An international trade plan is a crucial tool in the first steps of (considering) internationalization and to explore a new market.

It consists of different parts that highlights for example strengths and weaknesses of a company, it helps to determine what type of export strategy could work best, it can ease communication with internal and external partners and employees,... Overall, it creates a clear image of the expectations of an internationalization strategy and helps to determine goals and measure results.

In order to draft an international trade plan with all sorts of creative marketing strategies and campaigns, a thoroughly drafted market analysis is necessary.

A trade plan can consist of the following elements:

- **Internal analysis: research the industry you're active in:**
 - Who is the company you're drafting an international trade plan for? What do they do, who are the customers (different customers segments), what are the product offerings, what is the pricing strategy, location(s), business strategy (e.g. mid or long term goals, KPI's,...), promotional tools they use, current supply chain & logistic solutions, employees, previous international experience(s), production capacity, Unique Selling Propositions (USP's), what is the advantage/disadvantage compared to competitors, innovation policy, ... etc.
 - **Tools?**
 - You collect this information with the help of all the material that the company provided you with, combined with desk research browsing through website(s), social media channels, campaigns, articles, awards, ...

- **Market / External analysis: research your target market:**
 - Here you describe, research & analyze all relevant elements of your target market that will prove to be necessary for the launch of your product there.
 - You will try and gather information that will help you to:
 - Spot trends and opportunities in your industry
 - Differentiate yourself from your competitors
 - Tailor your product(s) to your target customers' needs
 - Research new market segments
 - ...

 - Frameworks that could be helpful to research your target market and help you to understand the macro-environmental situation/
 - **DESTEP / PESTEL analysis**
 - **Demographic aspects:** elements that describe the population of the target market:
 - size of different customer segments, concentration of the segments, ethnic groups, religion, ...
 - Any item that your group considers that could have an influence on your marketing, sales, pricing- and distribution strategy.
 - **Economic aspects:** elements that describe the economy of the target market:
 - currency, development, trade policy, foreign trade, trade between Canada and Denmark, most important economic activities, possibilities for growth,

employment, purchasing power, consumption, import, export, most important trade partners,...

- **Socio-cultural aspects:** elements that describe the culture and its habits of the target market:
 - languages used, habits and routines, moral standards, business culture, symbolism, femininity/masculinity in the society, role of women, power, delicate topics,...
- **Technological aspects:** elements that describe the level of development of the target market:
 - infrastructure, transport, distances to/from airports/... energy supplies, , post and telecom, financial services, e-commerce, ...
- **Environmental aspects:** elements that describe the geography and climate:
 - important cities, harbors, temperatures, effects of climate change and e.g. its impact on logistical issues and / or on consumer behavior, ...
- **Political and legal aspects:** elements that describe the political situation and regulation/law-system of the market:
 - state form, law system, political stability, fiscal and social policy/laws, law on commercial practices, trade policy's and agreements, tax rates, import policies, free trade areas, custom regulations, consumer protection laws, law on labelling of products, ...

○ Tools?

- Demographics – Economics – Technological aspects :
 - <https://data.worldbank.org/>
- Socio-cultural aspects : Hofstede
 - <https://www.hofstede-insights.com/>
- Competition in the market : Porter's 5 forces:
 - <https://www.isc.hbs.edu/strategy/business-strategy/Pages/the-five-forces.aspx>
- Target market & customer segments: perceptual mapping:
 - [What is perceptual mapping? \(link\)](#)
 - [Make a perceptual map yourself \(link\)](#)