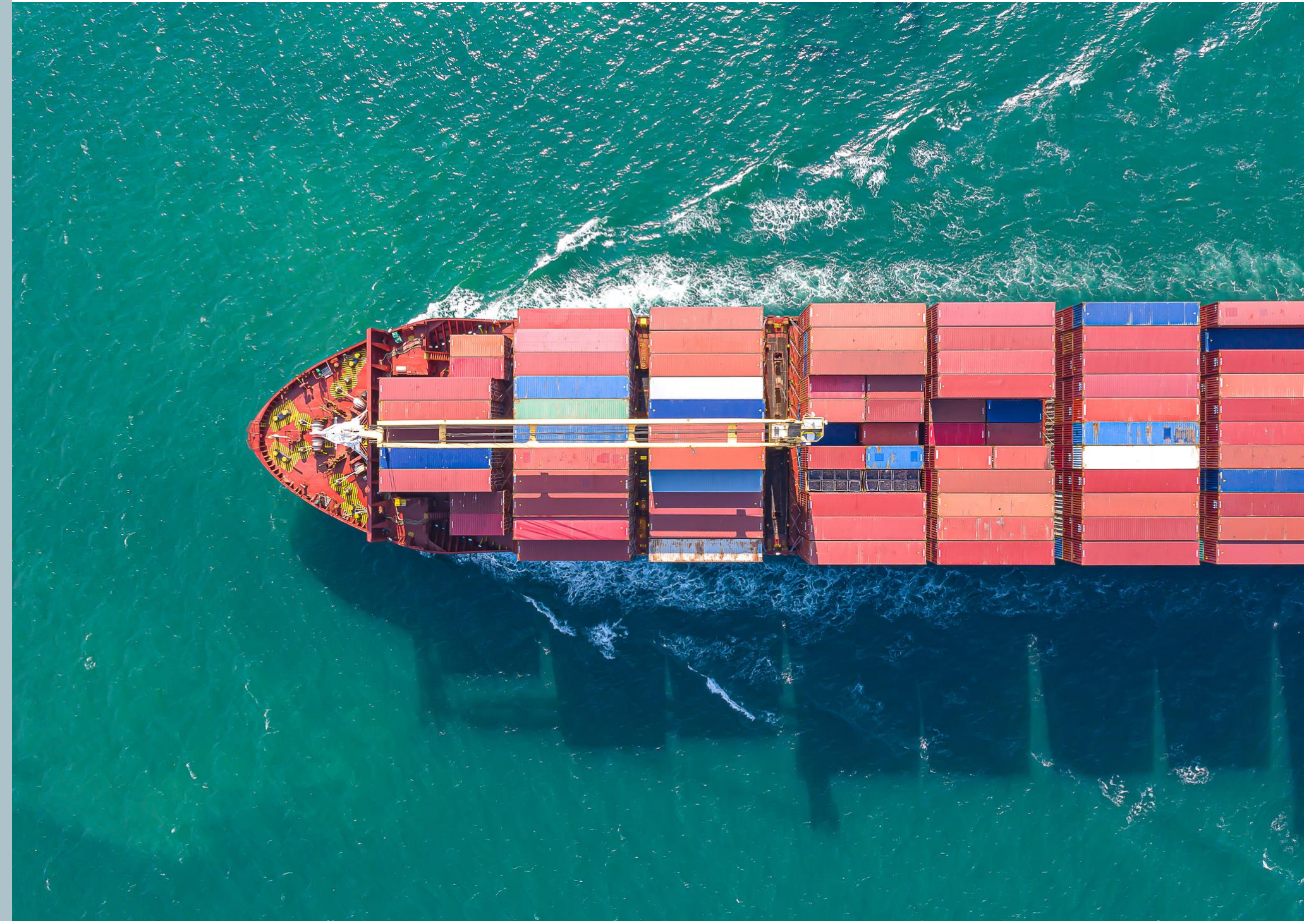


# Export Diagnosis Presentation

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By Frantz DUMEY

For FRANCÉCLAT



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# Frantz DUMEY

Passionate about international trade for over 30 years, I founded Odyssey Export in 2020.

My mission is to support French SMEs and ETIs in their international structuring, and to help them find new customers and conquer new markets.

- Areas of predilection are **luxury goods**, wines and spirits, agri-food and innovative industry.
- Regions with most experience : **North America, Europe**, the Middle East and **Asia Pacific**, where I lived for 16 years.
- Worked for major **international groups** as well as for family-owned **SMEs** as export Director. I have opened **two subsidiaries** abroad.

## Career path :

- Martini Rossi - Wines & Spirits - Domestic Market - Marketing - Taiwan
- Sanofi Beauté - Cosmetics - Domestic Market - Marketing - Taiwan
- Hermès - Luxury Products - Domestic Market & Travel Retail - Airlines - Asia - HKG
- Diageo - Wines & Spirits - North Am - Europe - MO - ASIA PAC - Bordeaux /Singapore
- Riedel - Glass industry - Asia - Singapore
- Terra Lacta - Dairy products - Worldwide - Bordeaux
- Caviar Perle Noire - Aquaculture - Worldwide - Périgord
- Odyssey Export - International consulting and support for SMEs - Bordeaux NA

Accrédité par BPI France pour les assurances prospection export

Conseiller du Commerce Extérieur de la France

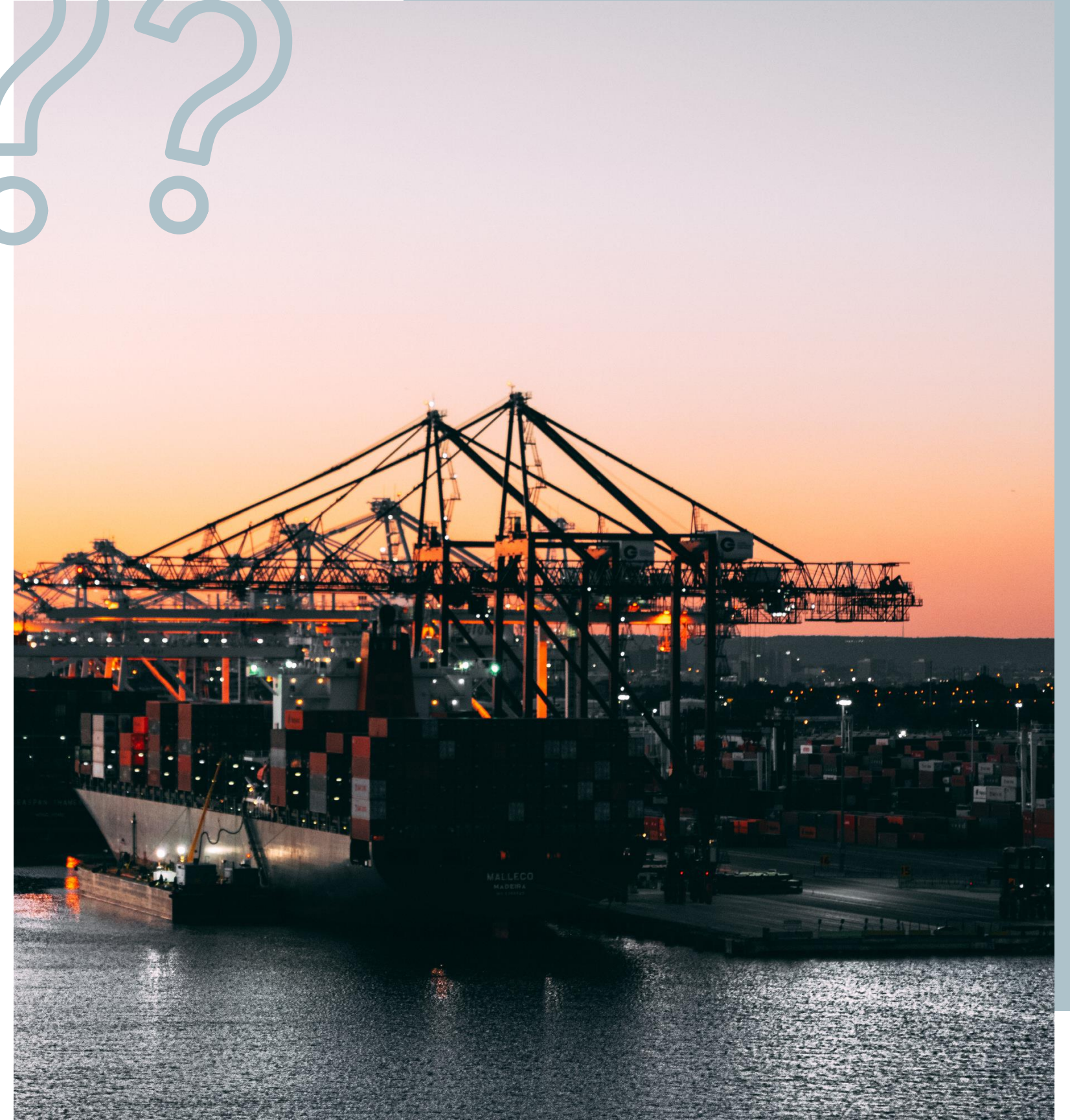


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# Introduction



- What does the ED consist in?
- Who is it for ?
- Why do we need an ED?
- What are we looking for?
- What are the topics we need to covered in the ED?





# What does it consist in ?

- An assessment of a company's ability to enter international markets.
- Company analysis: Assessment of internal resources, skills and production capacities available for export (human, financial, logistical, legal etc.).



# Who is is for ?

- Primo exporters
- Companies with demand from abroad
- Companies already present at export
- Companies stagnating or willing to review their strategy
- Companies in need of a new boost
- Anyone willing to improve its export capabilities



# Why do we need an ED?

- An essential tool for reflection
- Preparation of an action plan
- Effective implementation of the action plan
- A tool for dialogue between the Expert and the company managers
- Allows the managers to assess the situation and to reflect on the different possible scenarios of evolution that are available to him

# What are we looking for?

- **Internal Resources and Capabilities:** Evaluate the company's strengths and weaknesses in terms of production capacity, staffing, and expertise related to international operations.
- **Product Suitability:** need for adaptation or certification
- **Market Knowledge and Experience:** understanding foreign markets and its experience in dealing with international business
- **Financial Health:** cash flow and creditworthiness
- **Operational Efficiency:** operational processes : production, logistics etc

Any weaknesses that could hinder its ability to meet export demands





**What are the topics we need to covered in the ED?**



# Analysis content

- The company
- History of the company, its shareholders, its managers
- Why export ? Why international ?
- Management (Is the top / mid / low management involved in the export project ?)
- Key figures (% of turnover from exports...)
- Finance
- Administrative
- Logistics
- Company's professions
- Legal
- Innovation



- Communication (tools...)
- Participation in trade shows ?
- The team
- Networks
- Product
- Sales
- Marketing ( product brand names, positioning ... )
- Competition
- Contract
- Customs
- Production
- R&D
- Pricing policy (domestic market / export / channels / duration...)

## THE MARKETING MIX



# Adaptations for the export market

Checklist of essential points concerning the product :

- Adaptation of the range of products to be exported
- Standards to be met
- Technical characteristics
- Packaging
- Brand and design protection
- Labeling and marking
- Quality level
- Services attached to the product
- Product life cycle

# Adaptations for the export market

- Do the products/services require special packaging for export?
- Do the products/services require local after-sales service?
- Has the company already thought about an export range?
- Do the products/services have to comply with specific standards?



# From the company's side

- Countries covered?
- Countries on which to change partners?
- New countries to open?
- Are there offices abroad?
- Are there staff based abroad?



- Which markets do you want to focus on?
- Why?
- Do you know your target market?
- Do you know your competitors in the target market?
- Barriers and opportunities in the target market?
- Sales potential on these target markets?





# Samples / Demonstrations

- Sample policy ?
- Small format ?
- Free ? Paid ?
- Payment for transportation ?
- On-site demonstration module ?



# Physical exportability of products

The physical exportability allows us to verify the profitability of an export operation in relation to the cost of transport. The physical exportability of a product is calculated as follows :

Physical quantity = (Cost of transport/value of products transported) x100

- In order for an export operation to be profitable and interesting, the rules of the art give us as indication:
- In the European Union, the physical exportability must be less than or equal to 10%.
- Outside the European Union, the physical exportability must be less than or equal to 15%.

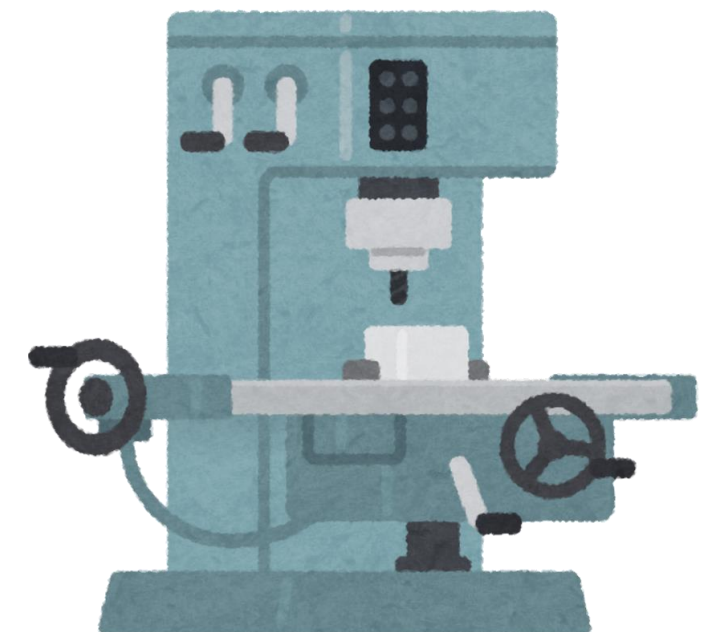


# Physical exportability of products

Let's take 2 examples for the shipment of a machine with a price comparison according to carriers :

General information :

- Selling price ex works (EX-Works Roche La Molière) : 1700 €HT
- Weight : 5 Kg
- Dimensions : 31x24x22 cm
- Volume : 0,016 m3
- Non dangerous and non perishable goods
- Machine packed in an individual box



**Envoi** : 1 colis de Petit électroménager, petits appareils ménagers de 5,0 kg et de 31 cm x 24 cm x 22 cm [Modifier](#)

**Départ le 28/06/2021** : 42230 ROCHE LA MOLIERE (FRANCE METROPOLITAINE) vers 25938 OEVENUM (ALLEMAGNE) [Modifier](#)

# Physical exportability of products

15 offres à partir de 10,06 €	Domicile à partir de 10,06 €	Relais à partir de 10,06 €	Express à partir de 10,06 €	Recommandé par Bostal	
	6 jours	Dépôt En relais <a href="#">Voir sur la carte</a>	Jun 28 — Juillet 6	Livraison À domicile	10,06 € HT Sans assurance 33,06 € HT Assurance AXA
	5 jours	Dépôt En relais <a href="#">Voir sur la carte</a>	Jun 28 — Juillet 5	Livraison À domicile	12,96 € HT Sans assurance 35,96 € HT Assurance AXA
	2 jours	Dépôt Bureau de poste	Jun 28 — Juin 30	Mise à disposition En relais <a href="#">Voir sur la carte</a>	13,45 € HT Sans assurance 36,45 € HT Assurance AXA
	2 jours	Dépôt Bureau de poste	Jun 28 — Juin 30	Livraison À domicile	17,03 € HT Sans assurance 40,03 € HT Assurance AXA
	2 jours	Collecte À domicile	Jun 29 — Juillet 1	Livraison À domicile	19,77 € HT Sans assurance 42,77 € HT Assurance AXA
	1 jour	Dépôt Bureau de poste	Jun 28 — Juin 29	Livraison À domicile avant 19h00	35,58 € HT Sans assurance 58,58 € HT Assurance AXA
	4 jours	Collecte À domicile	Jun 28 — Juillet 2	Livraison À domicile avant 18h00	44,63 € HT Sans assurance 67,63 € HT Assurance AXA

	4 jours	Collecte À domicile	Jun 28 — Juillet 2	Livraison À domicile	44,92 € HT Sans assurance 67,92 € HT Assurance AXA
	4 jours	Collecte À domicile	Jun 28 — Juillet 2	Livraison À domicile avant 11h59	48,87 € HT Sans assurance 71,87 € HT Assurance AXA
	2 jours	Collecte À domicile	Jun 28 — Juin 30	Livraison À domicile	56,01 € HT Sans assurance 83,01 € HT Assurance AXA
	3 jours	Collecte À domicile	Jun 28 — Juillet 1	Livraison À domicile avant 18h00	57,83 € HT Sans assurance 84,83 € HT Assurance AXA
	4 jours	Collecte À domicile	Jun 28 — Juillet 2	Livraison À domicile avant 19h00	59,38 € HT Sans assurance 86,38 € HT Assurance AXA
	3 jours	Collecte À domicile	Jun 29 — Juillet 2	Livraison À domicile	70,36 € HT Sans assurance 97,36 € HT Assurance AXA
	3 jours	Collecte À domicile	Jun 28 — Juillet 1	Livraison À domicile avant 11h59	70,47 € HT Sans assurance 97,47 € HT Assurance AXA
	2 jours	Collecte À domicile	Jun 28 — Juin 30	Livraison À domicile avant 19h00	76,69 € HT Sans assurance 103,69 € HT Assurance AXA

# Results and conclusions

Physical quantity (with cheapest transport price) =  $(33.06 / 1700) \times 100 = 1.9\%$ .

Physical xty (with most expensive transport price) =  $(103.69 / 1700) \times 100 = 6\%$ .

Result : we observe that according to the carrier, the delay, the mode of deposit, the price varies from 33 to 103€ with insurance.

Hence the importance of choosing the right transport solution.

Anyway, in this example we are under 10% of transport costs so there is no problem to send the goods as is with its current packaging.





# What's next ?

- Evaluate the strengths and weaknesses
- Fix the weak points and get prepared
- Evaluate the potential markets
- Determine the strategy
- Elaborate the budgets
- Draft marketing plan
- Look for financial support
- Set action plan



# Thank you for your attention



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