



# OMDCnet®

A Global Trade and International Business Information Portal

Overseas Market Development Corporation

## Product Assessment Report for Foreign Market

Conducted in target country

*Cost – Starts at \$10,000 plus travel expenses*  
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Overseas Market Development Corporation's (OMDC) foreign market product assessment report gathers information on the competitive situation within a given single country or regional market (depending on proximity of countries) for your product(s).

In an increasingly competitive world with shrinking profit margins, it is smart policy to study the foreign market situation in order to determine the true potential of your product and eventual likelihood of success within your target market.

Most small and mid-sized companies set product pricing for foreign markets without any clear strategy or rationale, except to say, "we do it that way in our home market." This haphazard approach to international pricing, combined with the lack of intelligence on foreign competitive market conditions, limits the ability to tap the potential of the target market. Needless to say, proper knowledge of the global marketplace will avoid costly mistakes and misguided efforts.

The Foreign Market Product Assessment will provide you with the following:

- Identification of foreign competitors
- Competitors market pricing
- Public relations and advertising policy of competitors
- Competitors' approach to customer service
- Warranty policy of competitors
- Competitor discount and promotion policies
- Information on legal issues, such as trademark infringements
- Insight into your product liability in the foreign target market
- Report on government barriers to market entry such as, excessive taxes on imports, technical codes, regulatory hindrances, etc.
- Foreign market distribution layers
- Packaging requirements in target market
- Suggestions on best market entry strategy
- Pricing recommendations for maximum profitability
- Barriers to entry assess hidden costs
- Recommendation on optimal product packaging
- Advice on managing foreign market

By knowing the answers to the above issues, senior management can make intelligent fact-based decisions, thereby reducing the chance of failure in entering a foreign market. Insight gleaned from the report provided by Overseas Market Development Corporation will help you prepare a viable policy for market entry, based on realistic, attainable goals.

For more information on *A Product Foreign Market Assessment Report*, or to discuss a specific foreign country project, contact Mr. Alan D. White, Director of Global Operations, at +1.609.252.0001

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