

MARKET ASSESSMENT IN THE (COUNTRY) MARKET

CONDUCTED FOR (COMPANY)

Report (Date)

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(ATR Business Name) has prepared this report based on primary and secondary sources of information. Primary sources may include e-mail, telephone, and in-person communication. Secondary sources include information gathered through the printed documents and research work done via the internet. The goal is to collect the most relevant and up-to-date information on the market. To the best of our knowledge, the information contained in this report is accurate as of the date produced. Though and (ATR Business Name) believe that reasonable efforts have been made to ensure the accuracy of company information contained and provided in this report, in no event shall or (ATR Business Name) be liable for any direct, indirect, punitive, incidental, special, or consequential damages as a result of business conducted between private parties. This includes financial loss, bankruptcy, and/or criminal activity. The listing of any organization or a web link does not imply any endorsement by and (ATR Business Name). Companies should always conduct due diligence before entering into contractual agreements with any business partner or other entity especially in another country.

I. INTRODUCTION

Provide brief description of the company, its previous involvement in the market (if any), and the purpose of the project.

II. MARKET REVIEW AND TRENDS

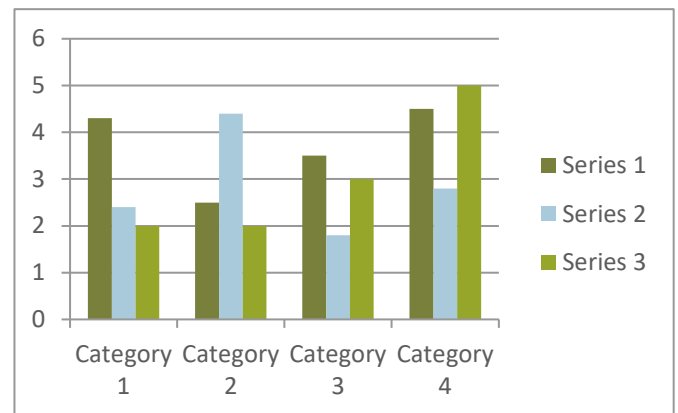
A. ECONOMIC

General information on the size of the overall economy, GDP, per capita income, growth expectations, exchange rates, major trade partnerships and existing Free Trade Agreements, etc.

Use charts and graphs wherever appropriate, but make sure that styles and colors are consistent. The charts to the right can be copied and placed elsewhere in the document. The data can be changed via Excel to reflect the information being presented.

Topic Headings

If topics need to be emphasized within the sections, use the Topic Heading style to bold a limited number of words at the top of a paragraph.



B. POLITICAL

Include general information on governmental structures in the country so the US business person has a basic understanding of key figures and agencies that may be mentioned during subsequent business discussions.

Emphasis should be on the role that national/provincial/local government decisions can play on business opportunities.

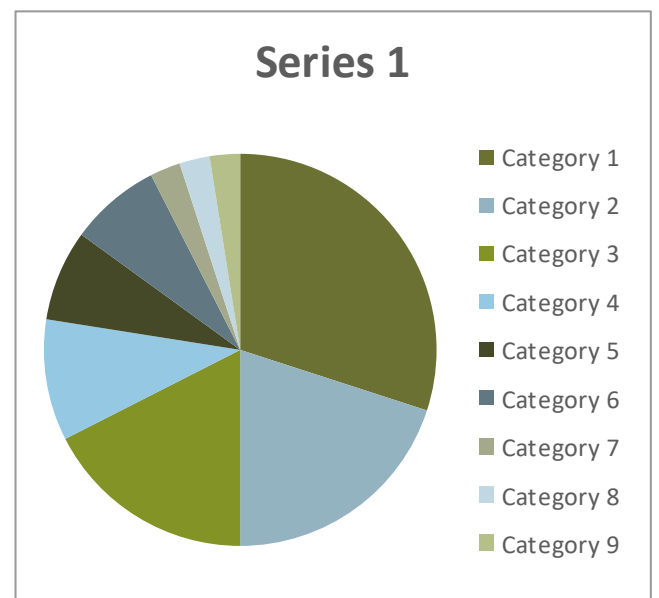
Use endnotes if sources are cited.¹

C. BUSINESS CULTURE

General information on business culture with an emphasis on how it differs from that of the United States.

D. DEMOGRAPHIC DETAILS

General information on population, age distribution, etc. and how they can impact the economy of the target market.



III. INDUSTRY/PRODUCT SECTOR OVERVIEW

A. MARKET SIZE, GROWTH, & FORECAST FOR THE SECTOR

Address information specific to the requesting company's industry or products on imports, exports, and domestic production; trends in the industry and future projections; niches or new segments not being currently served. Include any regional or sub-national information that could affect plans for the market. Include any major infrastructure projects and government tenders or events such as the Olympic Games or World Expo that can impact the market.

<i>Sample Table</i>			
	<i>Category 1</i>	<i>Category 2</i>	<i>Category 3</i>
<i>Series 1</i>	10	12	15
<i>Series 2</i>	7	7	9
<i>Series 3</i>	9	12	11

Information included in a Market Assessment should go beyond that which is readily available to a firm on the internet. It can include information that summarizes recent articles published in local language press, periodicals, websites; reports produced by government agencies, associations, or research bodies; direct interviews with knowledgeable individuals; synthesis of trade representative staff knowledge of the industry; etc.

B. TYPICAL DISTRIBUTION CHANNELS

Include information on how the product or similar products are currently sold in the market and how that matches or conflicts with the requesting company's previous methods.

C. MAJOR PLAYERS IN THE INDUSTRY, DOMESTIC OR FOREIGN

Describe major players in the industry, domestic or foreign, including potential collaborators and competitors.

Major Player #1

Use the Topic Header to highlight company name. Provide brief background info on the firm, its market share, reputation in the market, and major strategies it may be pursuing.

Major Player #2

Repeat for as many firms or organizations as are to be highlighted.

IV. ADDITIONAL PERTINENT INFORMATION AFFECTING MARKET ENTRY

Include any other standard information that would be beneficial to the traveler.

A. IMPORT TARIFFS & OTHER TAXES

Based upon HS codes and product descriptions supplied by the company, detail the tariffs and other charges that could affect the selling price of a product in the target market (include a work sheet where appropriate). Distinguish those costs that apply to all domestic and foreign competitors as well as those only affecting imported products.

B. LABELING, LICENSING, AND OTHER REGULATORY ISSUES

Description of regulatory issues that could affect the company's sales. Include contact information of regulatory bodies where appropriate.

C. MAJOR INDUSTRY TRADE EVENTS

Dates and descriptions of trade shows, conferences, or other events related to the industry, including reference to shows outside the target country which attract decision makers from the market.

D. TRADE ASSOCIATIONS AND PUBLICATIONS

Contact information for associations and publications that can provide additional market information on networking opportunities.

Sample Tariff and Tax Chart	
Free on Board (FOB) Price of Machine	\$100,000
Freight (estimated)	\$2,000
Insurance (1% estimated)	\$1,000
Cost Insurance Freight (CIF) Basis	\$103,000
Import Duty of 20% on CIF	\$20,600
Terminal Handling Charges average US\$100 per container	\$100
Custom Brokerage Fee 0.65% of CIF (min \$170 - max \$450)	\$450
Subtotal	\$ 124,150
National Sales Tax (14%)	\$17,381
Typical Bank Costs (2% of FOB estimated)	\$2,000
Final Cost at Port - a 44% increase	\$143,531

V. SUMMARY/RECOMMENDATIONS

Final remarks on the company's potential in the market and recommended steps to be taken.

VI. END NOTES AND REFERENCES

Include as necessary.

ⁱ Sample endnote