

31 MARCH 2022

Session n°5:

Agriculture Trade : opportunities for SMEs and businesses in export markets



Caribbean Agrifood Business Series ...





It all starts with the Abaco Neem Farm

Without the farm there is no product.

Abaco 
Neem
"To help the body heal"



Abaco Neem produces a variety of multi purpose health products.

Health, Body, Pet and Agro Products

EXPORT AVENUES

DHL

FEDEX

UPS

Sea Carrier

Air Carrier

Other private carrier services

All carriers must comply with the import regulations of the country goods are being imported into.

Commercial invoice clearly itemizing product and price.

Proof of origin and manufacturers address and contact info.

Material safety data sheet may be required for certain products.

TRADE BARRIERS - must be aware of import country taxes

Cost of transport

Price comparisons with similar products on the market

Market research to understand trends - will your product sell?

Labeling requirements - Universal Product Code's (UPC), ingredients, bilingual

Know the country's tariff codes for easy customs clearance - consult freight forwarders

Currency exchange rates - pricing can be affected by rate fluctuations

Dependency on distributors - penetrating the local market

Receiving payments from customers

Marketing costs - advertizing in the local market

Insurance costs

Pricing your product - factor all costs into your pricing - don't under price to get into a market it can put you out of business! Every step costs \$\$\$

BENEFITS

Access to wider markets - generating greater sales volume

Not being dependent on one market in cases of economic shifts due to disaster



THE WORLD IS YOUR MARKET

With proper research and the right product you can do business anywhere in the world!

With the internet and social media avenues and Youtube how to's if you devote the time you can be successful.



THE KEY TO SUCCESS IS SERVICE AND RELIABILITY

Being consistent with production

How will you manage damages and returns?

Follow-up is key to good customer service

THANK YOU

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Thank you

