



CBEX - Searching for qualified companies to share in U.S. expansion

1st Step – Introductory Meeting and Mutual Company Evaluations

- there is no commitment needed for this first meeting
- meeting determines your company's expansion plans-are they consistent with U.S. expansion
- CBEX will describe U.S. challenges and opportunities specific to your company
- CBEX will determine your company's readiness for the U.S. market based on your answers to the following questions:

U.S. readiness questions:

- What has been your success in domestic markets? In what market segments? Annual growth (2008 – 2010). Sales strategy in local markets? What is your sales & marketing budget for your local markets?
- Does your company have an international marketing plan with goals & strategies? What experience do you have shipping full containers to the U.S.? Explain.
- Does your company have production capacity to commit to U.S. export? At what pace can grow into the U.S. market? Can you adapt to production requirements for the U.S.?
- Can you commit financial resources / dedicated staff to U.S. expansion? Are you willing to commit a budget for U.S. expansion?
- Can you explain all the following specific to launching a U.S. sales campaign: packaging, regulations, market preferences, positioning strategies, distribution costs, payment options, preparation of U.S. pricing sheets, promotional rollout options? Have you determined 1-2-3 step pricing for the U.S.? What allowances have you made for marketing add-ons required for the U.S.?

Your answers will help CBEX determine your U.S. readiness. In our discussion at the end of the meeting we will explain the tasks necessary to prepare your company for the U.S. Together we will determine if this is a good collaboration.

If we agree we will prepare a **Written Readiness Summary Report** outlining the tasks necessary for your marketing project. We will discuss the full scope of this project including associated costs. Once you decide to continue with this project we will begin the 2nd step.

2nd Step – Begin Your U.S. Marketing Project

- CBEX will discuss in greater detail the necessary tasks that will be incorporated into a formal proposal including a timeline and budget
- Upon approval CBEX will begin the project