



# Global Market Scan

Learn which international markets hold the best export potential for your specific product or service.

A **Global Market Scan** will identify the top five international markets for your specific product/ service. Our experts will assign or verify your product classification code which will reduce risks of fines, tariffs, and penalties from utilizing incorrect Schedule B codes. We will also, identify many factors that will help you design a market entry strategy.

## Contact us today!

Tyler Walston, Sr. Director of Business Development  
Walston@kansasglobal.org or call 316-264-5982

## Deliverables

- Four year growth/decline trends of your product
- Top five export destinations
- Export Schedule B Code
- Free Trade Agreement status
- Any additional key market information

**Cost \$600**



# Step 2: Export Evaluation Opportunity

## Need help deciding which countries to enter?

An **Export Opportunity Evaluation** will provide you with detailed information on the top 3 countries offering the best market potential and the least barriers-to-entry for exporting the product or service. It will include: trade statistics (key market, country, business, and logistical factors) to determine specific export market potential, with a preliminary market entry road map for your product or service.

## Deliverables:

- U.S. Product Potential for the top three export markets
- Factors affecting marketing and use of the product in each country including: cultural factors, business practices, and political and logistical issues
- Best and most common modes of entry (distribution channels)
- Foreign barriers (tariff and non-tariff) for the product/service
- U.S. regulation affecting exports of the product or service
- Examples of Export Documents
- U.S. incentives to promote exports of the product or service
- List of private and public sector contacts to help build market entry strategy
- Landed Cost for top 2 markets (transportation will vary)

**Cost \$2,000**

**\*Price drops to \$1,400 if Global Market Scan is purchased first**

**Contact: Tyler at**

**Walston@kansasglobal.org**