

UNDERSTANDING YOUR MARKET



Exercise 1: Your current product and market mix

Purpose: To articulate clearly which market segment you are or would like to target and with what product/s

Export Worksheets

Existing or New?	Description of Market Segment you are or would like to Target (e.g. high end, food service, retail....)	Product formats they want from you (or you want to sell to them)	Do you do this now? If so how?

Export Worksheets

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Exercise 2: Existing markets

Purpose: To document current barriers and ideas on how to resolve them (e.g. Brand protection? Route to market? Certification?)

What Barriers do you Currently Face?	What do you Think is Needed to Resolve this Barrier?

Export Worksheets

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Exercise 3: Channel and supply chain partner identification

Purpose: To document potential partners, collaborators and how they can assist with export efforts of Australian wild caught eels

Export Worksheets

Supply chain/channel	Person/Organisation/Association	Brief Summary of How They Can Assist	How do we Contact Them?

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Exercise 4: Supply chain

Purpose: What do you think the current supply chain for your product looks like?

Export Worksheets

