



TPSA | CANADA-INDONESIA TRADE AND
PRIVATE SECTOR ASSISTANCE PROJECT

3-day Workshop on Training on how to Prepare Market Intelligence Reports

Jakarta

April 18, 19 and 21 2017

Workshop delivered by



TPSA program is executed by



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In partnership with



Welcome!

- **Purpose and Objectives of the Training Workshop**
- **Benefits for the Participants**
- **Methodology and Workshop Overview**
- **Trainer Introduction**
- **Participant Introduction**



Exercise 1 – Audience, Needs and Outcomes



Getting Started...

What are the main components of creating good, useful product profiles?



Main Components ...

✓ Understand who your audience is...

✓ Who are you doing these profiles for?

Possible Groups:

SMEs

Trade Associations

Larger companies

New to exporting

New to Canada

Others?

Language and knowledge
implications...K.I.S. !!!

✓ What are their needs?

Market Understanding

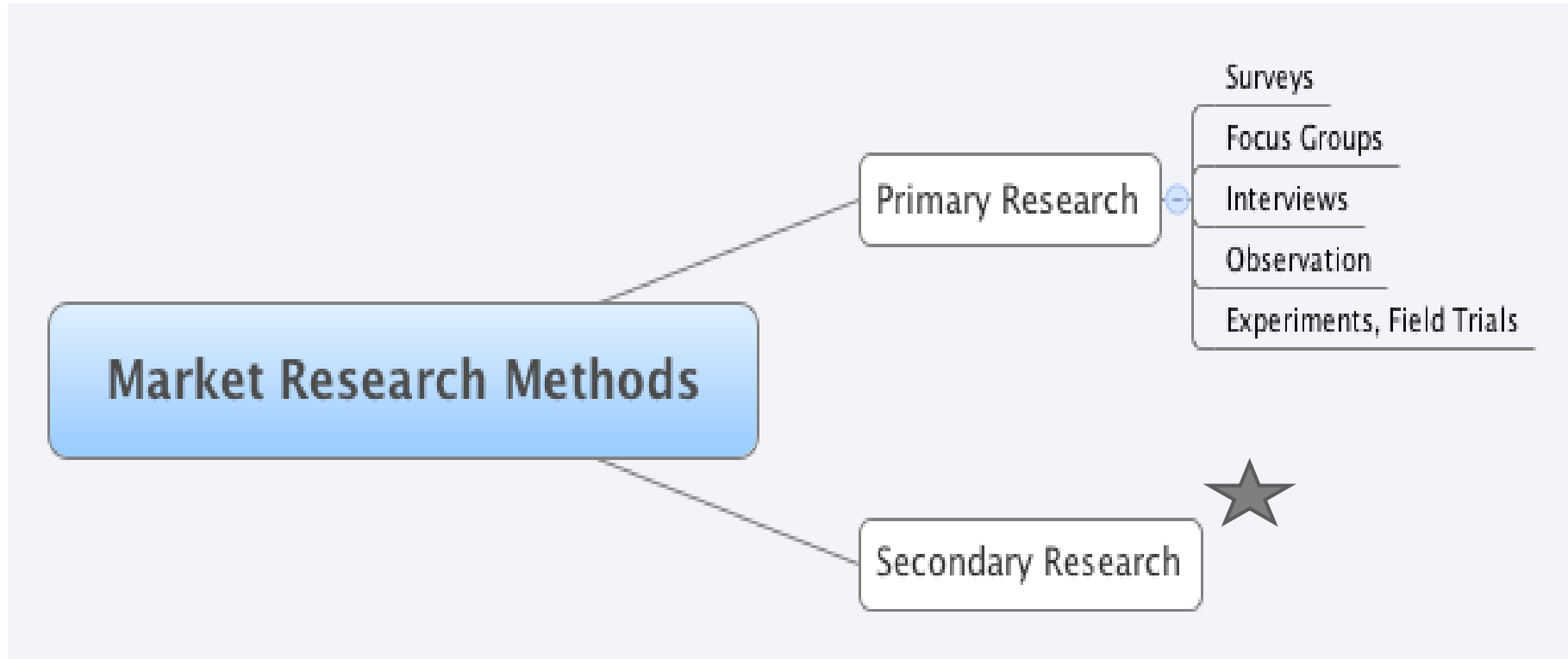
Business insight

Possible outcomes/results from the reports

- Decide whether or not to penetrate the market?
- Decide to engage in product development/adaptation?
- Decide to get specific certifications before entering the market?
- What else?

Tools and Parameters

1. Primary and secondary data in market research: understanding the differences
2. Quantitative and qualitative information – both needed
3. Currency: which currency to use? When? Why? Currency for Global data? For Indonesian data? For Canadian Data?
4. References: the www has a multitude of information...but how to we determine which is reliable and which is not?
5. Calculations:
 - CAGR: Formula?
 - Weighted average: Example?



Primary and Secondary Data

Primary:

- Proprietary
- Original
- Costly and time consuming
- Specific questions and needs
- For your eyes only
- Specific surveys and interviews
- Qualitative and quantitative

Secondary:

- Not proprietary
- Not original, shared data
- Data that you must adapt
- Generally broad
- Sometimes inconclusive
- Readily available and free
- Quantitative and qualitative

Quantitative and Qualitative Information

Methodology	Qualitative or Quantitative?	Typical Cost	Typical Time	Comments
Secondary Research	Can be either	Typically free or low cost	Short	Usually a great place to start, but often not detailed or specific enough
Surveys	Quantitative	Varies widely. Key costs include participant incentives, survey design, & survey administration	Medium	Excellent for measuring attitudes across a large population and for answering specific questions
Focus Groups	Qualitative	Medium. Key costs include focus group moderation and participant incentives	Medium	Good for exploratory research
Interviews	Qualitative	Similar to focus groups, but can be much cheaper depending on the audience and # of interviews	Short-Medium	Also good for exploratory research, along with deep dives into specific topics
Experiments & Field Trials	Quantitative	Often the most expensive method	Usually Long	Used for scientifically testing specific hypotheses
Observation	Usually Qualitative	Medium, relative to the other options	Medium	Good for measuring actual behavior, as opposed to self-reported behavior

Source: mymarketresearchmethods.com

Where to get the information???

Main Sources accessible through the web:

- Government ministries (different levels)
- International organizations
- Trade associations
- NGOs
- Private-sector companies
- Research companies
- Any others? Blogs? Social Media?



Exercise 2 – Organizing your Product Profile



Profile Outline – 4 parts

- Part 1: Introduction
- Part 2: The Global Context
- Part 3: The Indonesian Context
- Part 4: The Canadian Context including recommendations and conclusion



Creating an Outline for Your Product Profile

3 sectors to work with:

1. Coffee: 0901.11
2. Footwear: 6402.99
6403.91
6404.11 and 6404.19
3. Clothing: 6104.42, 6104.43 and 6104.44
6109.90
6104.62 and 6104.63
6105.20
6106.20
6204.42, 6204.43 and 6204.44
6205.20
620640

Part 1 - Setting the Stage / Introduction to the Profile:

1. An Executive Summary (typically 1 page to 1 ½ pages and normally done once the profile has been completed)

2. A brief Introduction to the profile (less than ½ page):

- Purpose, scope, product sectors and sub-sectors covered

3. Data and Methodology (less than ½ page):

- Quantitative Data: sources, product classification (example: Harmonized System of product classification – 6 digits, NAICS...) & methods (CAGR...), currency used...

calculation

- Pertaining to world, Canada and Indonesia

- Qualitative Data: additional information (regulations, policies, standards...) and sources of this information

- Pertaining to world, Canada and Indonesia

4. Limitations and Assumptions (1/4 of a page)

Recommended length: 2 to 3 pages

Part 2 - The Global Context:

1. An overview of the world market in the past 3 to 5 years in terms of growth (CAGR) in value and volume and trends. Estimated forecast if available. Are there specific situations worth mentioning in terms of global supply, global demand?
2. The major players in the world market and their share of the world market
3. Indonesia in the world context – the country's position as a supplier to the world – main markets
4. Canada in the world context – the country's position as an importer in comparison to other importing countries (size in value and volume)

Recommended length: 1 to 3 pages

Part 3 – The Indonesian Context:

1. Overview of the supply conditions: past 5 years? 10 years?
2. Major highlights of the Indonesian Industry – sector (example: coffee, footwear and clothing)
3. Production: volumes, value, production by province, number of producers, seasonality in production/harvesting (if applicable), production techniques and standards in industry.
4. Main export markets and by type/kind/variety (if applicable). Description of the domestic market demand.
5. Product availability – description and availability overview in terms of each type and kind (mass, specialty, organic, fair trade...) and profile of each.
6. Export requirements and regulations (if applicable) – what exporters need to do to be able to export their products (procedures, documentation, permits...)
7. Industry challenges - phone interviews, questionnaires – primary qualitative data: with exporters, trade association...

Part 3 – The Indonesian Context (continued):

8. Product certification – types, procedures and requirements.
9. Other considerations: environment, government assistance, women and empowerment in the specific sector, gender equality, labour, poverty alleviation and other CSR issues and how they may impact on supply conditions and production growth and forecasts.
10. Opportunities for growth and prospects
11. Other?

Recommended length: 2 to 3 pages

Part 4 – The Canadian Context (bulk of the paper):

1. General Market Information:

- The economic situation in very general terms as a context for the market for product sector XYZ

2. Import Market Size and market growth:

- CAGR in both \$ and in volume
- Growth rate in Canada in comparison with world growth
- Time frame to be used? 5 years? 10 years?
- Forecast: using the same CAGR. Volume or value?

3. Indonesia's position as a exporting country to Canada – retroactively and currently.

4. Top exporting countries to Canada. Their share of the market in comparison to their share of the global market.

5. Import prices (nominal prices, per unit of volume) by top country and for Indonesia. Comparison between the Indonesian prices and the competition's prices. Time frame 10 years? More?

Part 4 – The Canadian Context (continued):

6. Importer concentration – Number of major players in the marketplace
7. Market characteristics, segments and sub-segments, market niches, demographics and trends in consumption, retail prices...
8. Distribution channels and distribution points in Canada.
9. Domestic production – profile and exports (if applicable)
10. Market demand
11. Market Developments (new technology...)
12. Canadian regulations and standards pertaining to:
 - Imports / entry requirements: labelling and packaging, safety and security, restraints if applicable
 - Relevant industry standards and certifications

Part 4 – The Canadian Context (continued):

- 13. Tariff treatment and actual rates
- 14. Buyer input/perception in Canada – phone interviews, questionnaires...
- 15. Barriers to entry for Indonesian exporters
- 16. Promotional considerations: trade shows, trade publications, social media
- 16. Opportunities and recommendations for market entry and conclusion
- 17. Useful addresses
- 18. Other?????

Exercise 3 – The Global Context – Identifying Sources of Information



Exercise 4 – The Global Context – Information Gathering



Exercise 5 – The Indonesian Context – Identifying Sources of Information



Exercise 6 – The Indonesian Context – Information Gathering



Exercise 7 – The Canadian Context – Identifying Sources of Information



Exercise 8 – The Canadian Context – Information Gathering



The Executive Summary

Why?

Important but not necessary...

What to include?

Usual Content:

- Purpose of Report
- Scope
- Methodology
- Key Findings:
 - Global Context
 - Indonesian Context
 - Canadian Context
- Recommendations and Conclusion



Exercise 9 – The Executive Summary



Recapitulation

Terima kasih



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