

THE SOUTHERN AFRICA TRADE HUB

AGOA Forum | Doing Business under AGOA

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Marketing Research | US Market

Companies get scared at the mention of market research

The US Market is huge, complex and difficult

US market structure is very different from Africa's

Research provides invaluable information about:

- US cultural tastes, preferences
- Nature of competition
- economic shifts,
- demographics,
- spending patterns,
- distribution channels,
- import/export incentives,
- technical regulations /standards

Marketing Research is the foundation of any marketing activity

It is not just helpful but is essential

Importance of Market Research



Importance of Market Research

1. Provides input into Strategy and Marketing campaigns

- gives a general picture about what's obtaining in the US market
- provides valuable information about the potential of a particular market segment,
- new business opportunities identification
- marketing campaigns design
- helps in setting achievable targets
- identifies product modification needs
- makes business customer-centered
- improves decision-making capabilities, whether or not to enter the US market

2. Helps Staying Abreast of Competition

- is an evaluation tool for use in comparative studies
- optimizes brand strategy and positioning- market research provides comparative positioning,
- helps keep business and brands relevant and future-oriented,
- helps track business progress as well as the growth of competitors,
- helps devise business competitive strategies to stay ahead of business rivals

Importance of Market Research

3. Loss/Risk Minimization

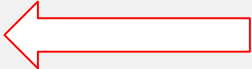

- aids making informed and appropriate decisions and development effective strategies
- market research identifies potential problems prior to entering /launching the US market
- you can devise solutions to the potential problems
- after-launch research helps identify loopholes and devise plans to counter losses
- helps identify appropriate business partners, and distribution channels, distributor vs agent relationships
- informs acceptable product modifications, e.g on labelling, technical regulations/standards

Marketing research helps make decisions with greater clarity and confidence. Research will back up the marketing decisions, so brand strategy is optimized, risks of failure minimized

Partnerships, with US market. There is shift away from Supplier-Customer relationship to a Partnership model of relationship

Roles and Responsibilities Matrix

Exporters	Government	Buyers	Other Dev Agencies
Market Intelligence	Policies and regulations	Info sharing	Export Development strategies
Partnering with Buyers	Development of AGOA utilization strategies	Partnership programs	Training activities
Input on Government Incentives/	Production and Export Incentives /Programs	Regional sourcing programs	Export Incentives
Input on Dev. Agencies' interventions	Consulting private sector on export needs	Standards/Quality training	Export Readiness
Collaboration with other exporters			
Attending Trade Events			


National AGOA Working Groups / Consultative Committees


Information Sources

Trade Shows and Trade Missions

- US Trade Shows are sector specific, e.g the Magic Show for textiles/apparel, the Fancy Foods Show for specialty foods
- Source Africa brings US buyers to Southern Africa, and suppliers get to meet and get product feedback from buyers

Diplomatic Missions

- Foreign missions in-country
- Country missions in the US

Associations

- Approach specific associations, e.g. the American Apparel & Footwear Association (AAFA), Grocers Association

Developmental projects

- Trade Hubs support participation in trade events in the US
- Trade Hubs conduct research- e.g on the chief value synthetics by the Southern Africa Trade Hub

Governments


- commission and support market research
- provide trade show/missions participation incentives

Market Research can be Outsourced


- Research companies can provide outsourcing services- in an area they are more comfortable with


AGOA:

- www.agoa.gov
- agoa.info
- USAID Southern Africa Trade Hub: www.satradehub.org




USAID SOUTHERN AFRICA





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Introducing the USAID Southern Africa Trade Hub
The USAID sponsored Southern Africa Trade Hub operates in eight SADC countries to facilitate trade, modernize customs, and improve food security.

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Home



About the Trade Hub

The key objective of the USAID Southern Africa Trade Hub (the Trade Hub) is to increase international competitiveness, intra-regional trade and food security in Southern Africa. Activities include:


- Customs reform and modernization;
- Food production and security;
- Textiles and apparel production and exports;
- Renewable energy;
- Trade facilitation and WTO compliance.

The Trade Hub is supported by USAID and works closely with the Southern African Development Community (SADC).

Click [here](#) for an overview of our activities in each of the 8 SADC countries we operate in.

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The Trade Hub Sponsors Source Africa




9- 11 June 2015,
CTICC, Cape Town, South Africa

SOURCE Africa
The African, Textile & Footwear Trade Event

Source Africa will take place for the third time in Cape Town in 2015. It will be the most important annual pan-African textile, clothing and footwear trade event on the international calendar encouraging linkages between buyers, manufacturers and suppliers, investment into manufacturing capacity in Africa and accelerating job creation for many years to come.

[Read more...](#)

The African Growth and Opportunity Act (AGOA)



AGOA.info
African Growth and Opportunity Act

Visit the [new website](#), re-developed with support from the Trade Hub, to learn about fundamental US regulations, US government policies, and general business strategies such as trade exhibiting tips and strategies and US market entry strategies as well as sector-specific information and studies, trade data and information about US-Africa bilateral agreements.

Merci