

Aid to Artisans

Market Readiness Program

New York Agenda – Room 1D03-04

Gift Fair hours: daily 9:00 am - 6:00 pm, Wednesday, 9:00 am -5:00 pm

The Market Readiness Programs covers 4 ½ days of interactive, participant centered training using subject matter experts. Program attendees complete a questionnaire prior to training to customize topics to participant needs.

Program Objectives:

1. To provide participants with an understanding of U.S. trends and buying preferences along with resources for conducting their own market research on the web
2. To review participants' sample products and provide recommendations for improving their sales potential in the U.S. market
3. To promote and encourage ideas for new product development for export based on market demands
4. To understand the process and variables of exporting, the export distribution channel, and guidelines for product pricing.
5. To facilitate self-assessment of product and organizational "market readiness" for export

Market Readiness Topic Agenda (*Training Program: daily 9:00 a.m. – 5:00 p.m.*)

Day 1

Aid to Artisans Overview

Market Overview

- Universal Market Demands
- Researching Your Market
- Structure of the U.S. Market
- Developing an Export Market Strategy

Consumer Trends

- Economic and Market Trends

Distribution Channels

- Roles and Responsibilities in Export Channels of Distribution
- Flattening of Distribution Channels
- Selling Direct to Import Retailers
- Export Pricing Structure

Visiting a Trade Show

- What to Look For at a Trade Show
- Appreciating the Exhibitors' Investment and Perspectives

NY Gift Fair Tours with Consultants

- Activity: Identifying Trends at NY Gift Show

Day 2

Aid to Artisans

Market Readiness Program New York Agenda – Room 1D03-04

Gift Fair hours: daily 9:00 am - 6:00 pm, Wednesday, 9:00 am -5:00 pm

Green and Sustainable

- Size and Scope of Green Market
- Strategies to Position Your Product as “Green” in the Marketplace
- Product Characteristics That Attract “Green” Consumers
- Activity: Identifying Your “Green” Product Characteristics

Product Development

- Importance and Benefits of Product Development
- Characteristics of a Product Line
- Development Process and Market Factors
- Planning and Production
- Individual Product Review Meetings
- Design and Color/Trends for 2011/2012
- Activity: Identifying Color/Trends at NY Gift show

Day 3

Costing and Pricing

- Why is it important?
- Understanding costing and pricing terms
- Understanding the process
- Strategies for pricing adjustment
- Activity: Determining the Ex-Works price

Creating Marketing Materials

- Types of marketing materials and their uses
- Activity: Creating a hang tag

Internet Marketing

Booth Display & Design

- Activity: Booth Exercise- Identify best/worst booth – NY Gift Show

Day 4

Effective Buyer Relationships

- Interactive Buyer Panel Discussion (6 buyers)
- Effective Buyer Relationships
- Tools for Building a Relationship With Buyers

Making Contacts at a Trade Fair

- Activity: Making Contacts at NY Gift Show

Packing and Shipping

Timeline for U.S. Export

ATA Artisan Success Stories

Day 5

Tour ABC Carpet & Home Store (1/2 day)