

01/01/2020



ANALYSIS REPORT

COUNTRY OVERVIEW

ANALYSIS REPORT

BACKGROUND PLAN

Country Overview:	Country to be chosen
Name of the report:	Analysis of the Country
Campaign manager:	EDANDO
Expert in the field:	Jethmalani

PURPOSE

To assess our clients in identifying the needs of a country by product sector. We examine the actual export value for an item (or items) by sector or by item and a facilitated market. We do this by associating the supply of an exporting country, in our case India, with the **demand of a particular market (Spanish-speaking countries), comparing it with recent exports and imports.**

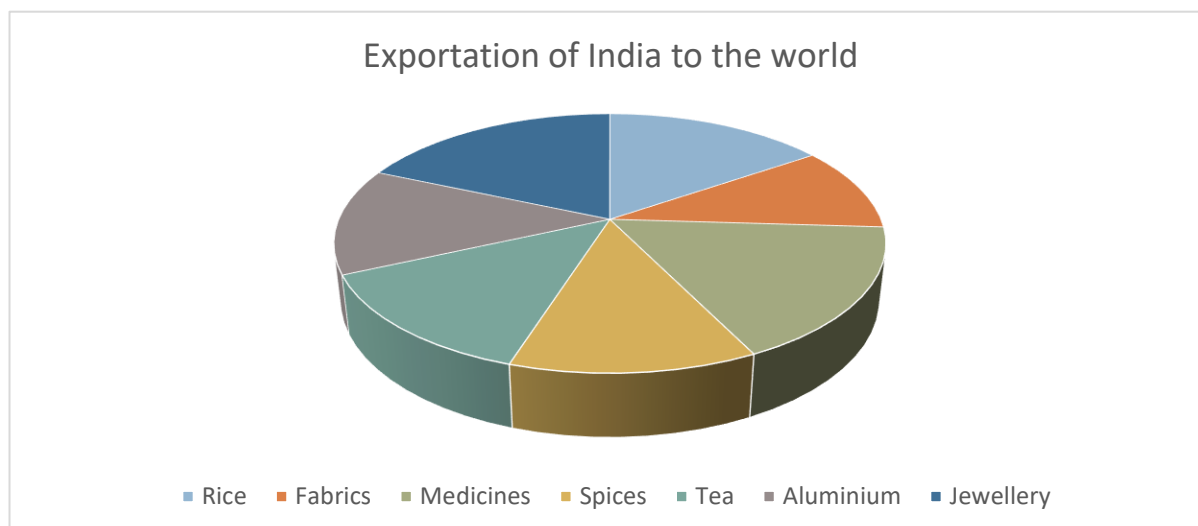
TARGET MARKET

STATISTICAL DATA OF THE SECTOR

The sectors with more export strength from India to the world are the following (given in percentage):

- Rice
- Fabrics
- Medicines
- Spices
- Tea
- Aluminium
- Jewellery

If you wish, you can tell us your sector and we can provide more detail information. For such purpose, you can apply a customized report concerning your sector.



Sector	Exportation of India to the world
Rice	72%
Fabrics	49%
Medicines	78%
Spices	57%
Tea	62%
Aluminium	62%
Jewellery	86%

Please find below an example report of the list of suppliers imported by (country selected) in 2019:

List of suppliers imported by (Country to choose) in 2019								
Exporters	Imported in 2019	Trade balance 2019	% in imports for (Country)	% growth in imported value between 2015-2019	% growth in imported value between 2018-2019	% share of partner countries in world exports	% total exports growth in value of partner countries between 2015-2019	
World	\$ 8.143.113,00	\$ -3.968.611,00	100,00	12,00	1,00	100,00	5,00	
Country	\$ 1.366.496,00	\$ -1.279.059,00	16.8	10,00	33,00	3,00	4,00	
Country	\$ 870.572,00	\$ -594.347,00	10.7	15,00	-3,00	13.3	4,00	
Country	\$ 563.102,00	\$ -514.838,00	6.9	42,00	16,00	2.4	4,00	
Country	\$ 550.634,00	\$ -495.789,00	6.8	26,00	4,00	3.8	7,00	
Country	\$ 418.873,00	\$ -393.288,00	5.1	3,00	-40,00	0.3	6,00	
Country	\$ 363.817,00	\$ -357.642,00	4.5	36,00	52,00	2.3	10,00	

**Note that the report which we will provide, will include the full list of countries. The previous is just a sample for your information.*

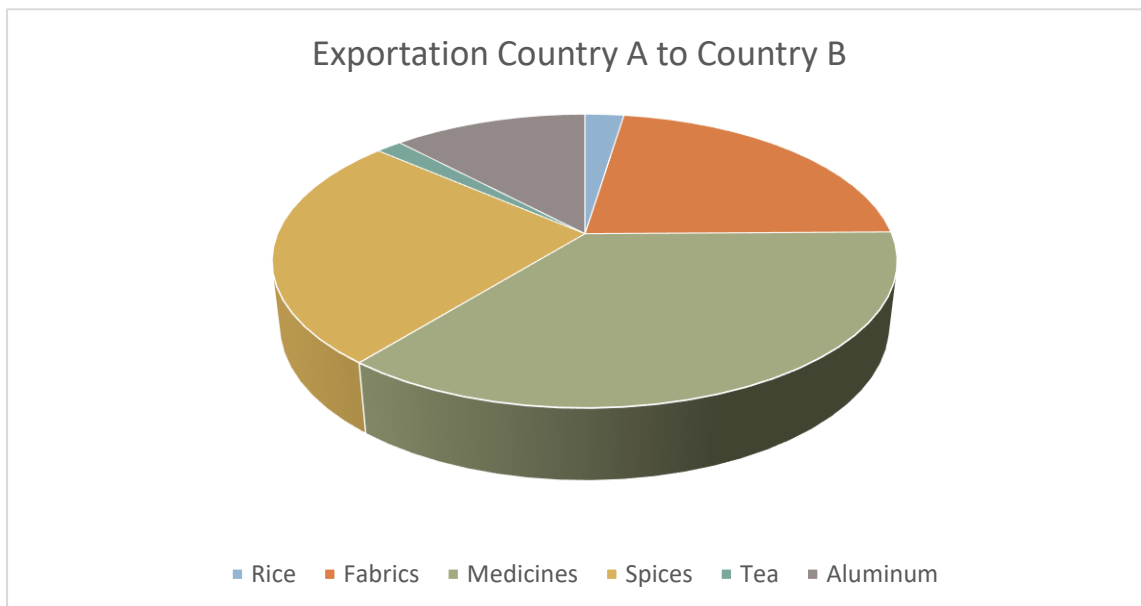
**All the aforementioned sectors and its values are examples.*

STATISTICAL DATA OF COUNTRY A AND COUNTRY B

The sectors with the greatest export strength from Country A to Country B, are the following (given in percentage):

- Rice
- Fabrics
- Medicines
- Spices
- Tea
- Aluminium

If you wish, you can tell us your sector and we can provide more detail information. For such purpose, you can apply a customized report concerning your sector.



Sector	Exportation Country A to Country B
Rice	3%
Fabrics	28%
Medicines	45%
Spices	32%
Tea	2%
Aluminium	15%

Please find below an example report of the business between importer country (A) and exporter country (B):

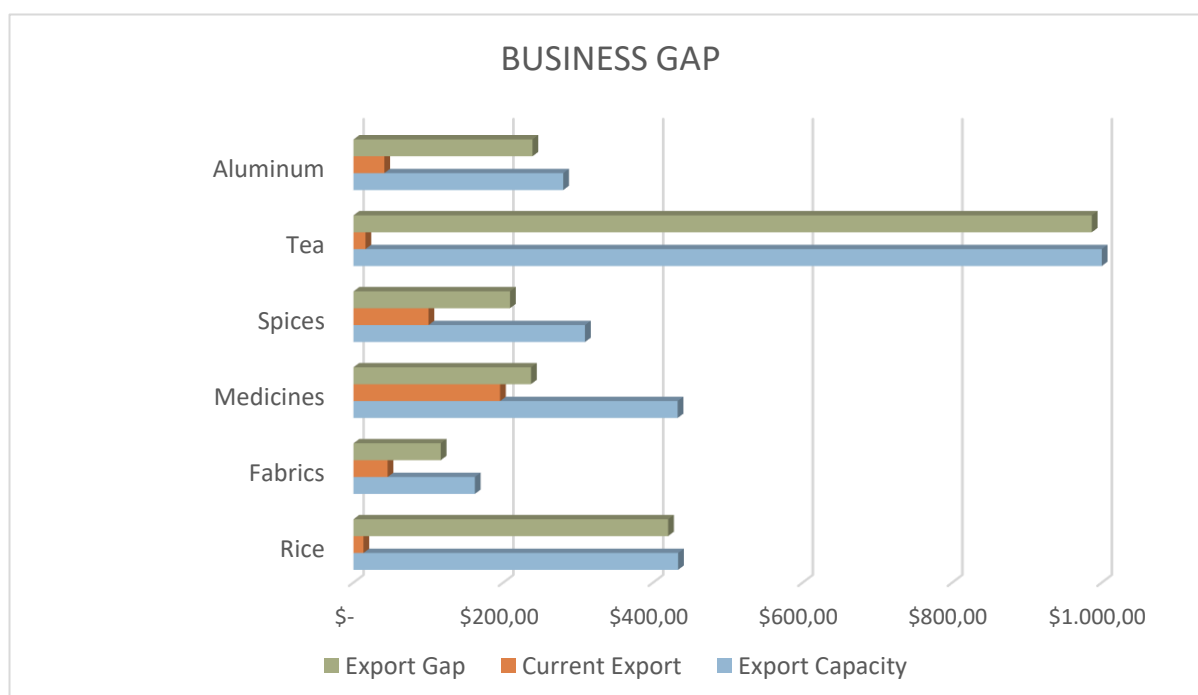
Business between importer Country (A) and exporter Country (B)

All the products

Code	Description	Country A imports from Country B			Country B exports to world			Country A imports from world		
		2017	2018	2019	2017	2018	2019	2017	2018	2019
TOTAL	All products	\$ 491.067,00	\$ 519.412,00	\$ 276.810,00	\$ 295.862.157,00	\$ 323.997.680,00	\$ 323.250.726,00	\$ 6.728.672,00	\$ 8.071.411,00	\$ 8.143.113,00
HS code (2 digits)	Product	\$ 220.000,00	\$ 266.587,00	\$ 81.056,00	\$ 7.336.902,00	\$ 7.736.248,00	\$ 7.066.835,00	\$ 640.976,00	\$ 719.953,00	\$ 596.329,00
HS code (2 digits)	Product	\$ 49.655,00	\$ 54.833,00	\$ 25.584,00	\$ 16.638.119,00	\$ 20.468.680,00	\$ 21.263.715,00	\$ 649.730,00	\$ 607.713,00	\$ 732.239,00
HS code (2 digits)	Product	\$ 14.103,00	\$ 16.851,00	\$ 20.453,00	\$ 16.210.611,00	\$ 18.277.490,00	\$ 17.412.553,00	\$ 472.160,00	\$ 543.492,00	\$ 495.691,00
HS code (2 digits)	Product	\$ 15.013,00	\$ 16.541,00	\$ 19.899,00	\$ 12.888.409,00	\$ 14.330.253,00	\$ 16.264.000,00	\$ 212.410,00	\$ 243.731,00	\$ 265.008,00
HS code (2 digits)	Product	\$ 74.147,00	\$ 30.762,00	\$ 12.306,00	\$ 8.796.251,00	\$ 11.869.233,00	\$ 14.940.710,00	\$ 521.519,00	\$ 446.654,00	\$ 543.101,00
HS code (2 digits)	Product	\$ 2.621,00	\$ 29.406,00	\$ 12.022,00	\$ 35.883.624,00	\$ 48.695.001,00	\$ 44.532.702,00	\$ 1.473.799,00	\$ 2.255.997,00	\$ 2.105.450,00

**Note that the report which we will provide, will include the full list of countries. The previous is just a sample for your information.*

**All the aforementioned sectors and its values are examples.*

DATA BETWEEN CURRENT EXPORT AND DEMAND: BUSINESS GAP

Sector	Export Capacity	Current Export	Export Gap
Rice	\$ 433,40	\$ 13,30	\$ 420,10
Fabrics	\$ 162,00	\$ 45,50	\$ 116,50
Medicines	\$ 432,80	\$ 195,70	\$ 237,10
Spices	\$ 309,10	\$ 100,10	\$ 209,00
Tea	\$ 1.000,00	\$ 16,00	\$ 986,60
Aluminium	\$ 280,00	\$ 41,10	\$ 238,90

Export unit: millions of dollars.

If you wish, you can tell us your sector and we can provide more detail information. For such purpose, you can apply a customized report concerning your sector.

Please find below an example report of the list of supplies imported by (country selected) in 2019:

List of suppliers imported by (Country to choose) in 2019						
Exporters	2015	2016	2017	2018	2019	
World	\$ 5.595.355,00	\$ 5.477.912,00	\$ 6.728.672,00	\$ 8.071.411,00	\$ 8.143.113,00	
Country	\$ 917.069,00	\$ 870.973,00	\$ 989.931,00	\$ 1.023.898,00	\$ 1.366.496,00	
Country	\$ 544.214,00	\$ 564.595,00	\$ 654.466,00	\$ 896.252,00	\$ 870.572,00	
Country	\$ 166.988,00	\$ 161.494,00	\$ 266.596,00	\$ 484.980,00	\$ 563.102,00	
Country	\$ 230.336,00	\$ 289.781,00	\$ 375.670,00	\$ 527.151,00	\$ 550.634,00	
Country	\$ 452.837,00	\$ 424.809,00	\$ 532.629,00	\$ 699.504,00	\$ 418.873,00	
Country	\$ 127.429,00	\$ 92.076,00	\$ 139.789,00	\$ 239.244,00	\$ 363.817,00	

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**All the aforementioned sectors and its values are examples.*

SUMMARY OVERVIEW

We will supply the information about the country to be chosen, as well as give importance to new markets with possibilities of success in the sell overseas.