

SAMPLE REPORT · FICTIONAL CASE

Which market should you explore first?

An initial market shortlist for exporting industrial centrifugal pumps

Educational example. Company details and case conditions are assumptions. This is not demand research or a country recommendation for your business.

The starting point

A Spanish manufacturer supplies centrifugal pumps for water circulation in industrial installations. In this fictional case, it has Portuguese sales documentation, can answer technical queries in Portuguese and has a potential Portuguese distributor that has not been validated. French documentation is not ready. One engineer and one salesperson are available for validation. Demand, customs classification and market access requirements remain unverified.

Provisional priority: validate Portugal

Portugal would be the first market to investigate under these assumptions: a possible distribution route and language capability exist to discuss applications and technical questions. France and Morocco remain on the exploratory shortlist. This priority reflects commercial readiness, not proven superior demand or profitability.

This is not yet a market-entry decision

Finding an importer is not enough. Confirm that the pump fits a specific application, the channel can sell and service it, and margin remains after transport, commissioning, spare parts and payment terms. A technical specification should precede any product-code search.

Next decision: validate the application and potential Portuguese distributor before funding market entry. If the channel or margin fails, reconsider the priority rather than force a country recommendation.

Compare without false certainty

Market	Fit under these assumptions	Still to verify
Portugal	Portuguese documentation and technical communication; potential distributor to assess.	Applications served, channel expertise, relevant customer base and margin after distribution and service.
France	French documentation pending; commercial channel undefined.	Segment need, commercial and technical adaptation, distributor versus direct sales, and support.
Morocco	Exploratory hypothesis; neither channel nor import operations validated.	Importer, requirements for the exact product, delivery cost, payment and after-sales coverage.

This table compares company readiness, not national attractiveness. There is no score because verified evidence is insufficient. Missing information is pending, never zero.

How evidence would be recorded

Separate what a country buys, what a customer needs and what the company can deliver. Define the product and classification before analysing trade. Compare consistent periods, units and coverage. Imports in a broad category do not establish demand for this pump.

Specification and classification: Pending: use, flow, head, materials and configuration. Confirm classification before extracting statistics.

Demand and channel: Pending: relevant trade series and conversations with segment buyers or distributors.

Access and service: Pending: applicable documentation, installation responsibilities, warranty and spare parts.

Export margin: Pending: net price less manufacturing, packaging, transport, channel, commissioning and service.

Validate before investing

Proposed sequence for this case. Interview numbers and timing depend on the segment, access and resources; a small sample cannot represent a whole country.

1. Define the product and application

Choose a model and target use. Compile specifications, operating limits, documentation and supply capacity. Output: product profile; do not assign a customs code from the commercial name alone.

2. Test demand and the channel

Research comparable trade data and identify specialist distributors. Ask about applications, current brands, procurement and service requirements. Output: evidence and barriers, with sources and dates.

3. Build a viable offer

Obtain freight quotes and estimate packaging, channel commission or discount, installation and spares. Check requirements for the exact product. Output: margin and delivery conditions; unknown costs remain pending.

4. Choose a pilot, revision or pause

Proceed to a pilot offer when application, contact, service and company-defined margin are viable. Revise if evidence is missing; pause if an essential technical obligation cannot be met.

A catalogue request is not validated demand. Application, channel, compliance, delivery and margin must fit together. Rejecting a market before spending can be a useful result.

Apply the decision to your business

Prepare these five answers

1. Which product model and application do you want to export?
2. What documentation, capacity and lead times can you commit to?
3. Who will install, maintain and supply spare parts?
4. What net price and minimum margin do you need?
5. Which markets or distributors have you contacted, and what evidence did they provide?

What you can work on with IBC

In an initial 30–45 minute assessment, IBC reviews your starting point and helps frame markets, criteria and next steps. You receive an initial report afterwards, within a timeframe agreed during the session. Scope depends on your case and available information; this is not a comprehensive study or a sales guarantee.

Tell us about your product or service. Navin and Alejandro will review your request to arrange a session.

Request my free assessment

ibcmarketatlas.com/en/

Preparation basis: all company facts in this sample are explicit assumptions; market questions remain unverified. No market figures or client cases are used. The comparison illustrates the method, not a verified commercial conclusion.

Resources for subsequent research

Reference resources, not data extracted for this case: Access2Markets for product trade conditions; UN Comtrade for trade statistics. Classification, coverage and currency must be checked before drawing conclusions.

Access2Markets

UN Comtrade