Sources of International Marketing Data

World Trade Practices
Chapter 6

Primary vs. Secondary

- Direct interaction with the market
  - Always worth investment of time and resources
  - Must be efficient
- Realize some countries do not have accurate or easily accessible data
- Data is crucial for international strategy
- Complete pre-travel research
  - Reduces costs
  - Reduces frustration

Secondary Data

- First course of research
- Pitfalls
  - Comparability
    - Differences in data collection
  - Outdated
    - May be several years old
    - For example, data from the Soviet period on the now independent states
  - Cost
    - Finding a method or company to collect the information
    - May not be easy to access from outside country
International Primary Data

- Overcomes pitfalls of secondary data

Challenges

- Language
- Infrastructure
  - Lack of mail or phone services
- Cultural

Payment for information?

Resolving Challenges

- Segment Research task/define budget
  - Too easy to overspend
- Utilize resources
  - U.S. has best international resources
  - Some agencies have services for primary data collection
    - CMA (Custom Market Analysis) - Dept. Commerce
    - Embassies and consulates

Data Problems

- Expensive to fill in secondary data with primary research

Helpful shortcuts:

- Look at complementary product of industry substitution
- National statistics substitution
  - Demographic
  - Consumption rates
- Ratio comparisons
  - Between home country and another with similar stats
  - Project information for target country
- Timeline comparisons (chart)

These are just helpful tricks, not as accurate as focused data
Country Market Data

- STAT-USA [www.export.gov](http://www.export.gov)
- Economics and Statistics Administration of U.S. Department of Commerce
- Large constituency contributing information
- National Trade Data Bank
- GLOBUS (Global Business Opportunities)
- See Figures 6.1 & 6.2

Country Commercial Guides

- U.S. Department of Commerce
- Provide a wide range of information in easy to follow format
- Excellent starting point for self-education on a country market

Other Good Sources

- Country Desk Officers (DOC)
- Department of State background notes
- CIA World Factbook
- Commercial or Private research

Figure 6.3 in text
**Industry Data**
- www.export.gov
  - ISA - Industry Sector Analysis (6.5)
  - IMI - International Market Insights
  - BMR - Best Markets Reports
  - Merchandise Exports (6.7)
  - Use Harmonized codes or Schedule B to determine flow of products to various markets
- Industry Desk Officers
- Trade Associations
- Publications, Industry Journals, Periodicals
- Foreign Phone Books (Export Yellow Pages)
- Networking

**Competitive Information**
- Determine company position
- NO ELIXIR for success

**International Competitive Research Information**
- Goal of research
  - Find markets
  - Customer base
  - Distribution channel
  - Volume and price
  - Strategic plan
- Key Sources
  - Databases (6.6)
    - Public
    - Private
  - Company information
  - Public information
  - Interviews- direct contact
  - News releases- media coverage
U. S. Exports by Commodity

- Carefully analyze:
  - Ranking
  - Growth
- Problems with Data
  - Does it really make sense? How accurate or reliable?
  - SEDs (Shipper’s Export Declaration)
  - Statistically significant
  - Transshipments
    - Competitors shipping back and forth (net increase)

PIERS

Port Import Export Reporting Service
Data tracked listed in Figure 6.8

- Advantage:
  - Very specific details
- Disadvantages:
  - Only waterborne shipments
  - Cost of service

Other Options

- Directory of U. S. Exporters
  - Journal of Commerce
    - Company
      - Name, address, phone, and fax
      - Number of employees
      - Year established, bank, SIC
      - Modes of transport
      - Contact names
      - Commodity code/product descriptions
      - Companies exporting to
    - Annual tonnage of exports (TEUs)
    - Annual number of shipments
    - Company’s PIERS ID numbers

- UN Comtrade
  - UN commodity trade statistics database
  - SITC- 5 digit commodity code
Company Information
- Company Literature
- Company Websites
- Company International Advertising
  - Placed by manufacturer
  - Placed by distributor
- Industry Associations

Public Sources
- Industry Press
- Newspapers

Interviews and Direct Contact
- Industry Contacts
- Press
- Advertising
- Government Contacts
- Foreign Customers and Distributors
  - Training for seeking pertinent information
- Employees from Competitors