

FLORIDA MARKET STUDY

Monday, 18 October 2021

Export House

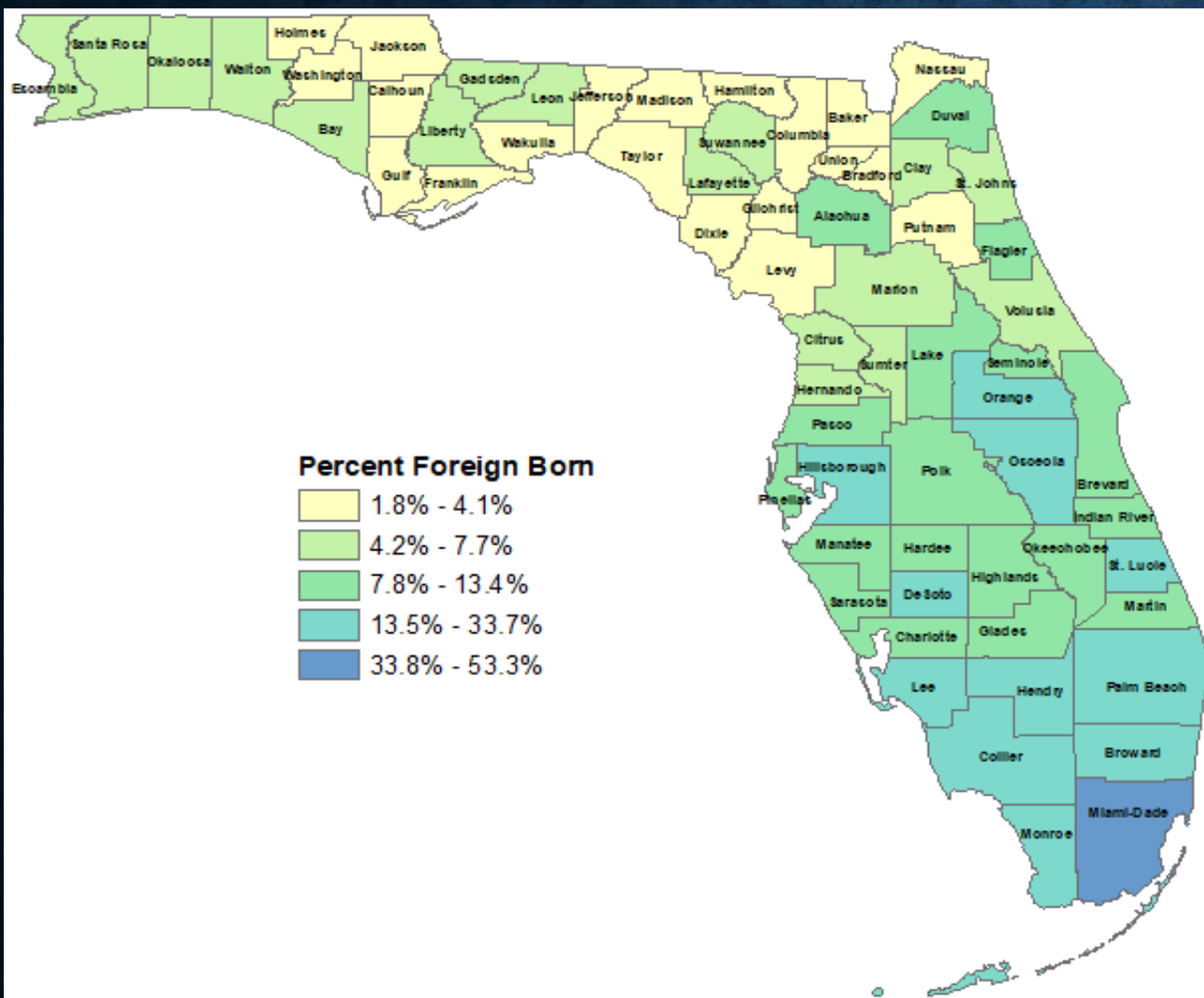
Port of Spain

Presented by

PRESENTERS

**CECILIA ST HILAIRE
&
DOUGLAS WOOD**

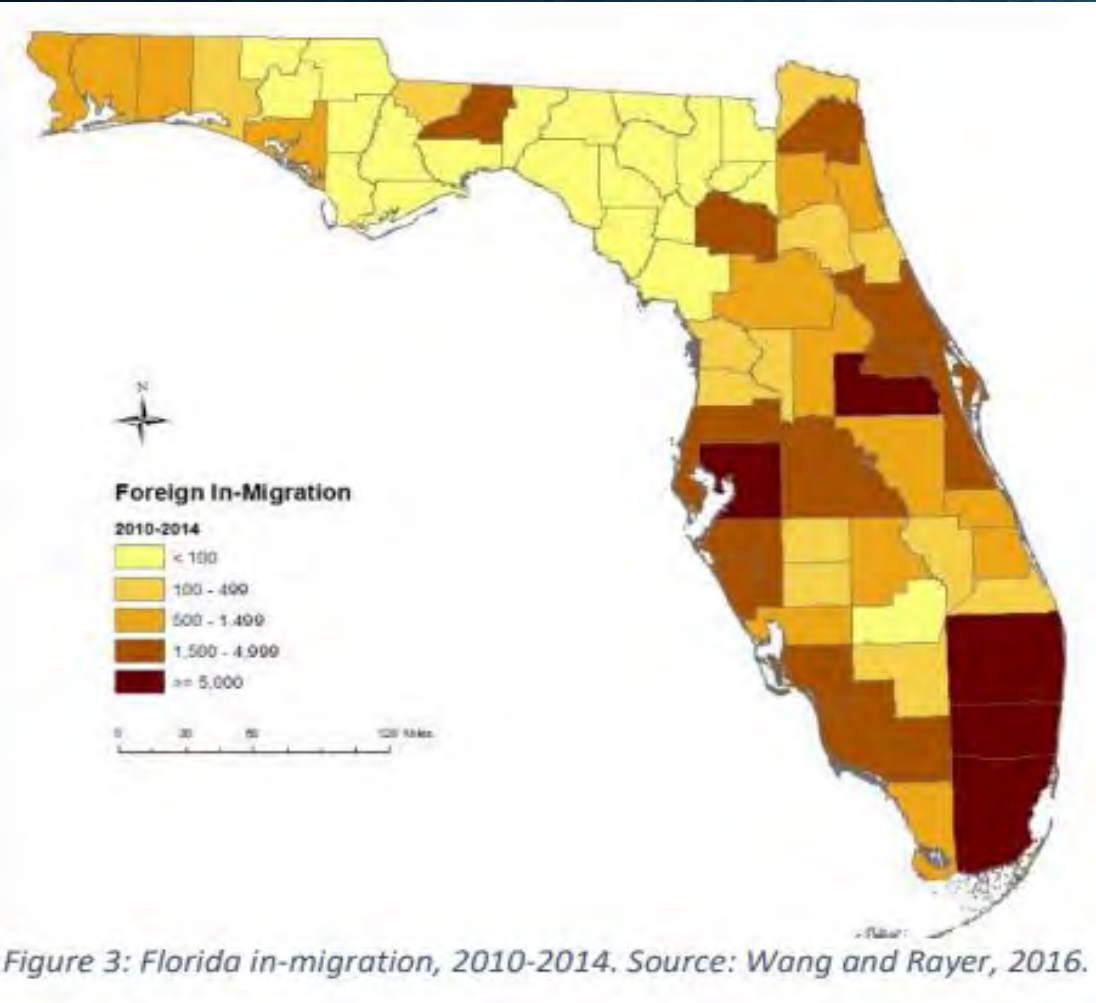




21.5 million residents, the state of Florida is the third most populous state in the nation

Second highest net number of new residents (241,000) during the last decade according to 2020 Census

State anticipated adding another 1 million people by 2024 prior to COVID. COVID has pushed this projection forward.



County			
Miami Dade County	812,595		
Broward	274,554		
Palm Beach County	129,710		
Orange County	82,499		
Hillsborough County	72,500		
Lee County	28,511		
Collier County	28,349		
Osceola County	21,271		
St Lucie County	19,364		
Polk County	18,521		
Brevard County	13,981		
Duval County	14,250		
Total	1,516,105		

PRINCIPLE CITIES

Principal Cities: Miami, Orlando, Tampa, Jacksonville

FL Population 2010: 17,272,595

Percent of U.S. Population: 6%

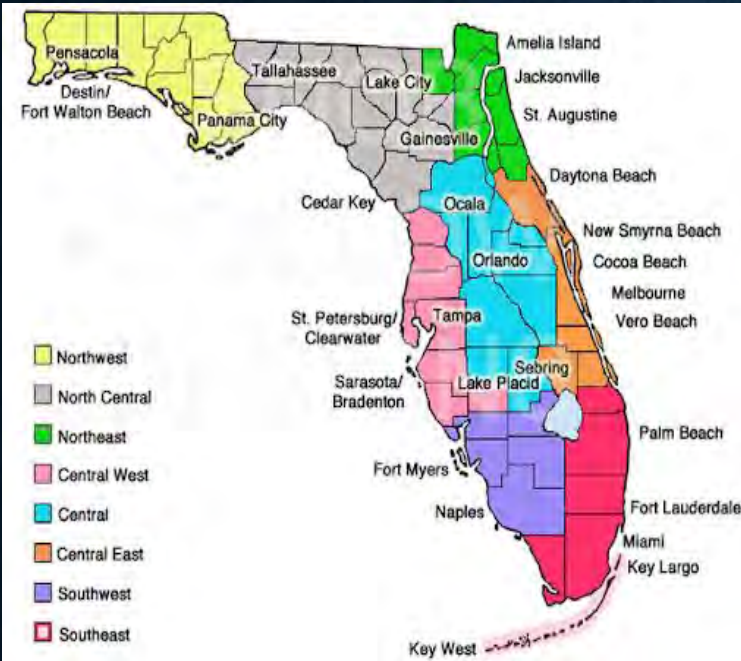
FL Population 2025: 21,449,652

FL Population 2050: 31,122,998

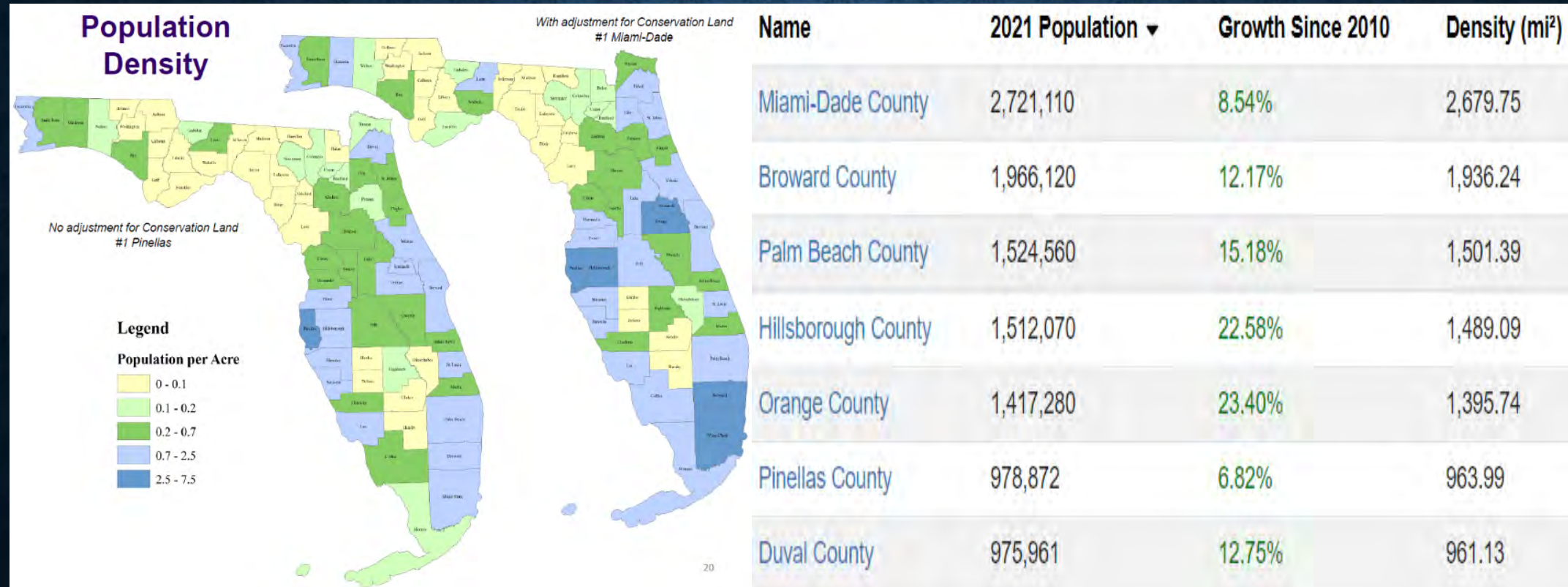
FL Projected Growth (2010 - 2050): 80.2% (13,850,403)

2005 GDP: \$608,082,000,000

Percent of US GDP: 5%



POPULATION DENSITY



POPULATION PROJECTION

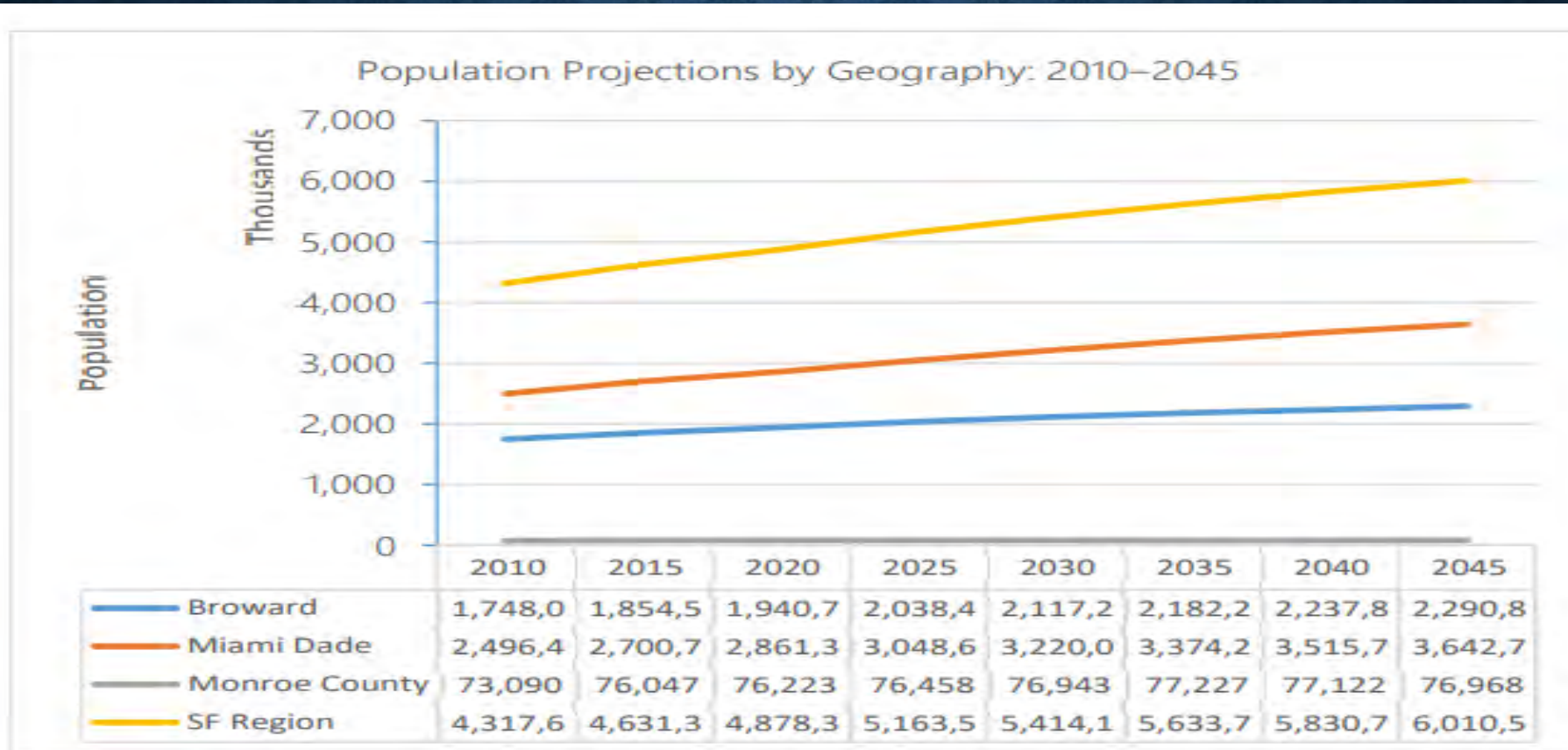


Figure 2: Population projections by geography in South Florida, 2010 U.S. Census Bureau, 2015 5-year ACS Estimates, and BEBR Projections June 2016

SOUTH FLORIDA POPULATION BREAKDOWN

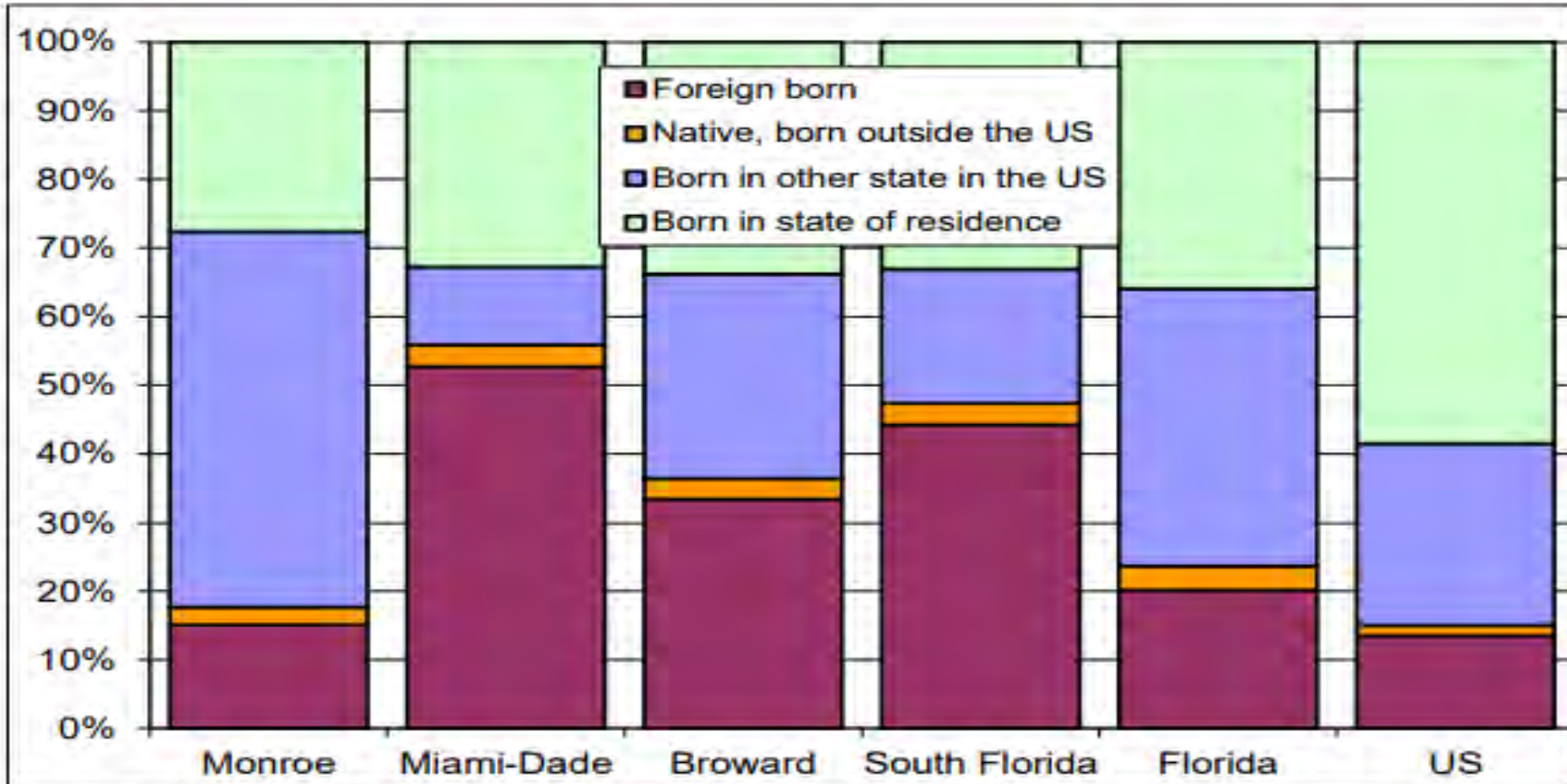
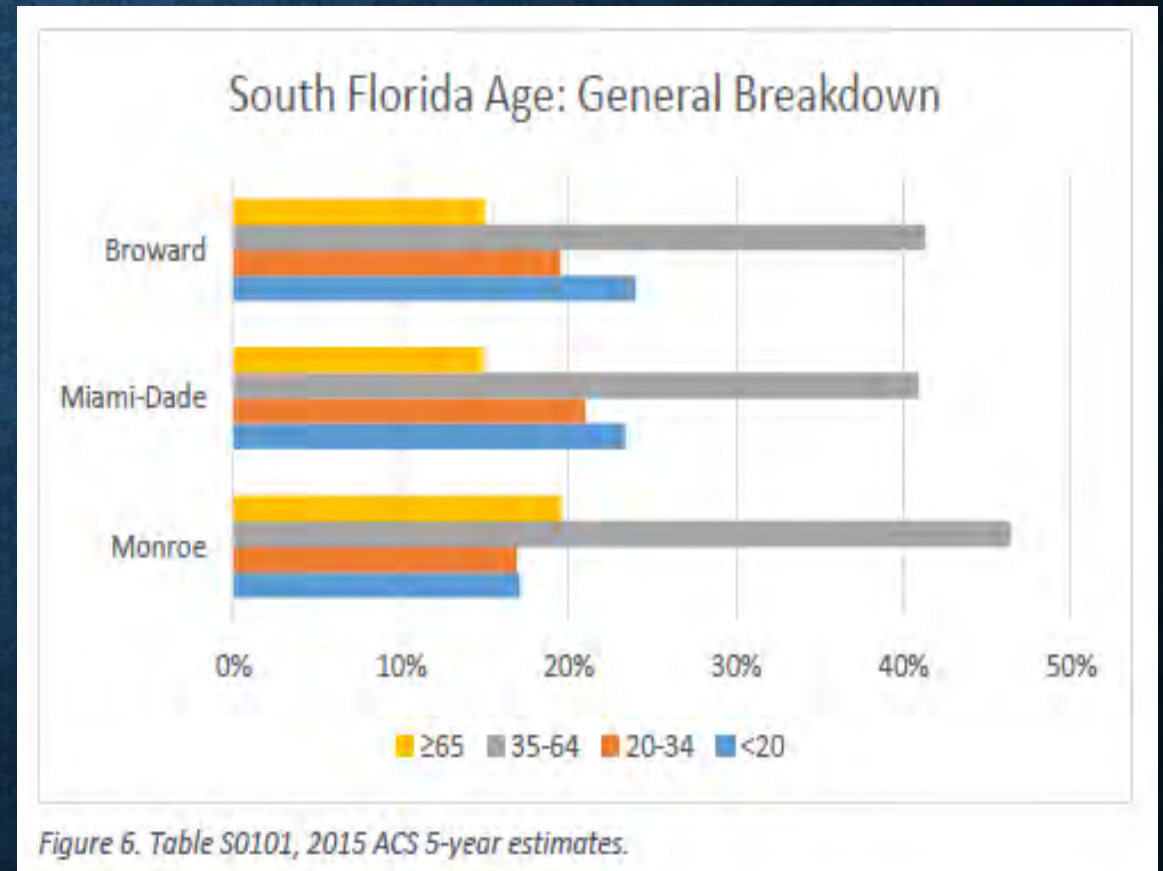
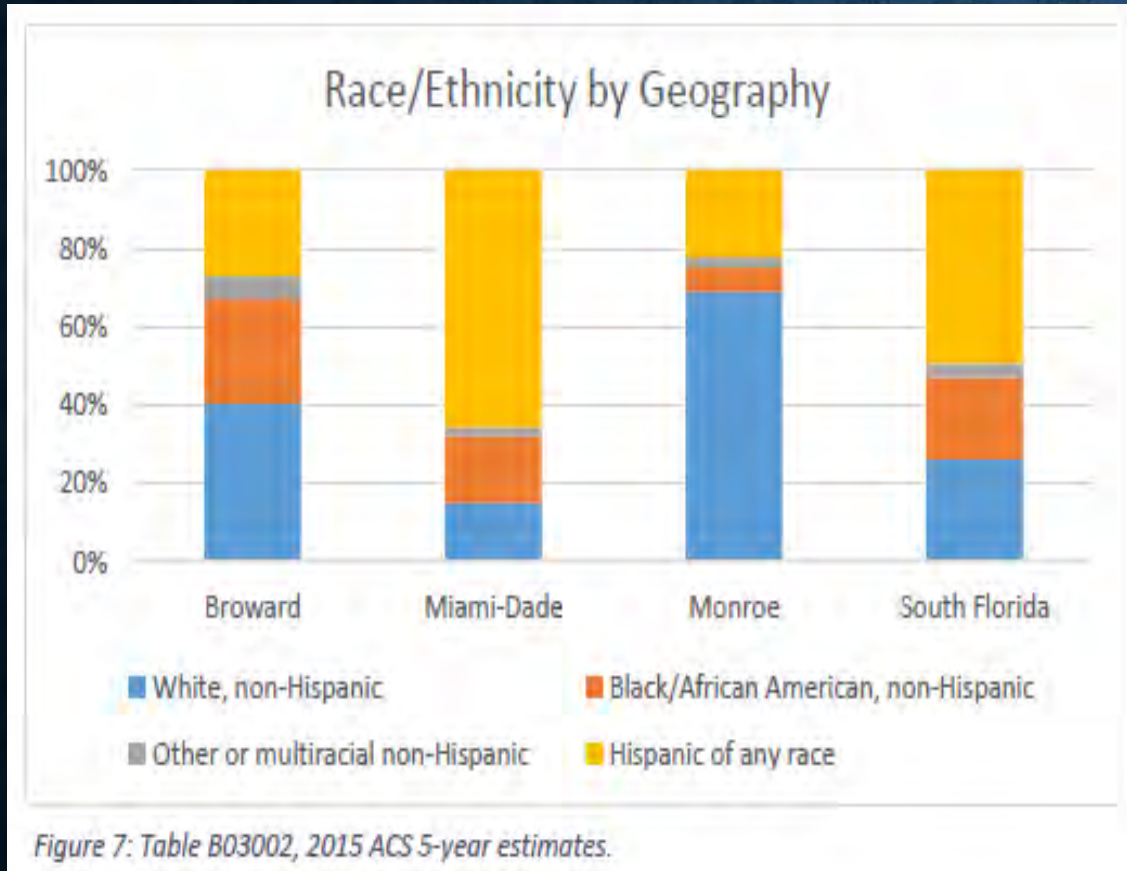


Figure 4: Place of origin by geography, 2015 5-year ACS estimates.

Country	Broward County	Miami- Dade County	Orange County	Palm Beach County	Total by County
Bahamas	7627	4984	1244	2415	16270
Barbados	1211	527	357	465	2560
Dominica	1353	1691	165	308	3517
Grenada	680	517	409	77	1683
Jamaica	97602	31539	16025	22952	168118
St. Vincent and the Grenadines	906	225	186	89	1406
Trinidad and Tobago	14157	5435	4062	3538	27192
Other Caribbean	4066	2749	3224	870	10909
Guyana	7484	2625	6819	1325	18253
Cuba	47542	656621	14130	32156	750449
Dominican Republic	20046	46355	14328	7486	88215
Haiti	86937	91523	31485	63731	273676
Caribbean: (Antigua, Belize, Montserrat, St. Kitts, St. Lucia and Suriname	289611	844791	92434	135412	1362248

CARIBBEAN POPULATION

WORKING AGE POPULATION



PRESENTER

DOUGLAS WOOD

SPECIALTY FOOD OVERVIEW

- Specialty Food is an important segment
- Caribbean products are now available in ethnic, specialty food stores & supermarkets
- Constrained by challenges
 - Lack of exposure to requirements
 - Difficulties getting into marketing channels & Networks to expand beyond diaspora markets
 - Reliable supply
 - Cost of freight, packaging and compliance with official entry requirements

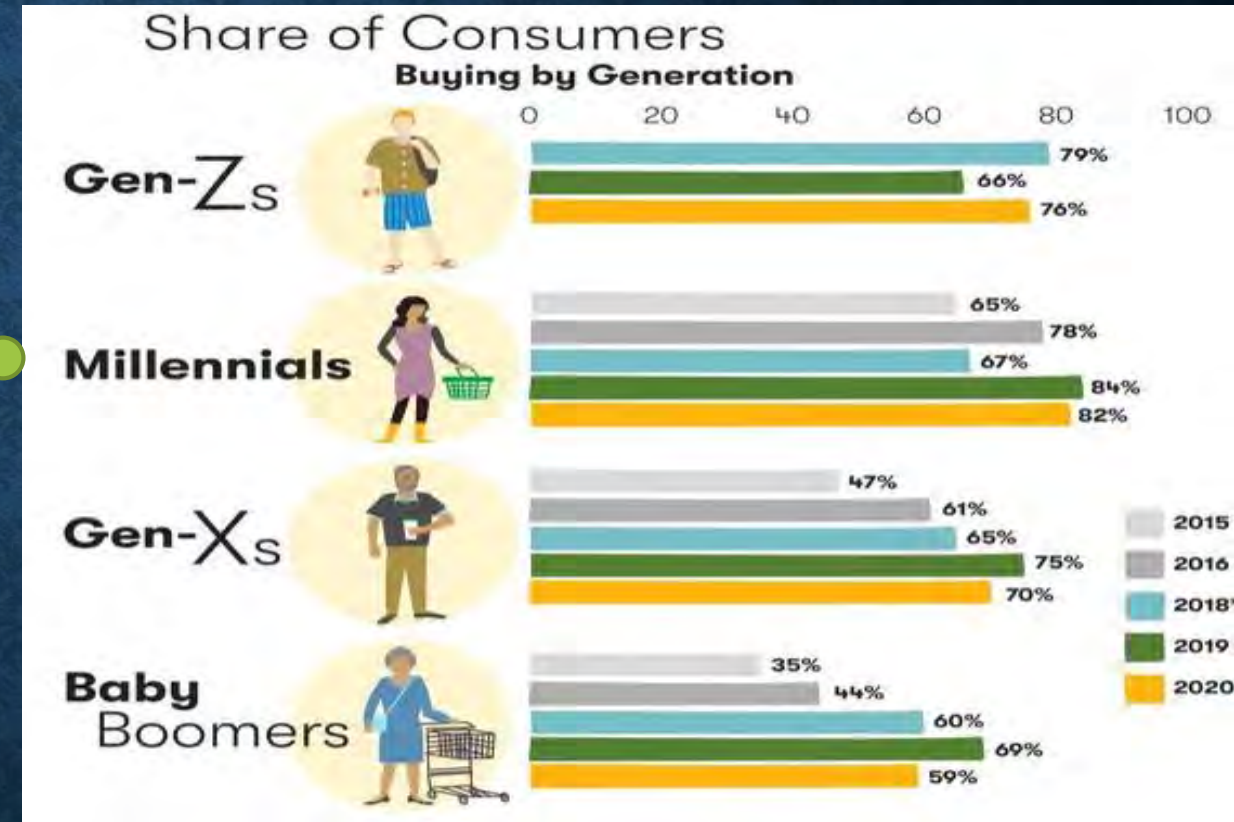
COVID PANDEMIC

- COVID created demand spikes in center store pantry items
- unusual increases in year-to-year sales in
 - baking mixes
 - Flours
 - ingredients
 - shelf stable pastas
 - sauces, soups, entrees and mixes
- Snack sales also have increased and are expected to remain elevated as long as we are able to work from home.

Buyers report severe shortage in Caribbean products to meet the demand resulting in missed opportunities

BUYING SHIFTS DUE TO PANDEMIC

The pandemic trained consumers to shop online for groceries, a trend that will continue for some shoppers who will acquire specialty foods and ingredients via e-commerce.



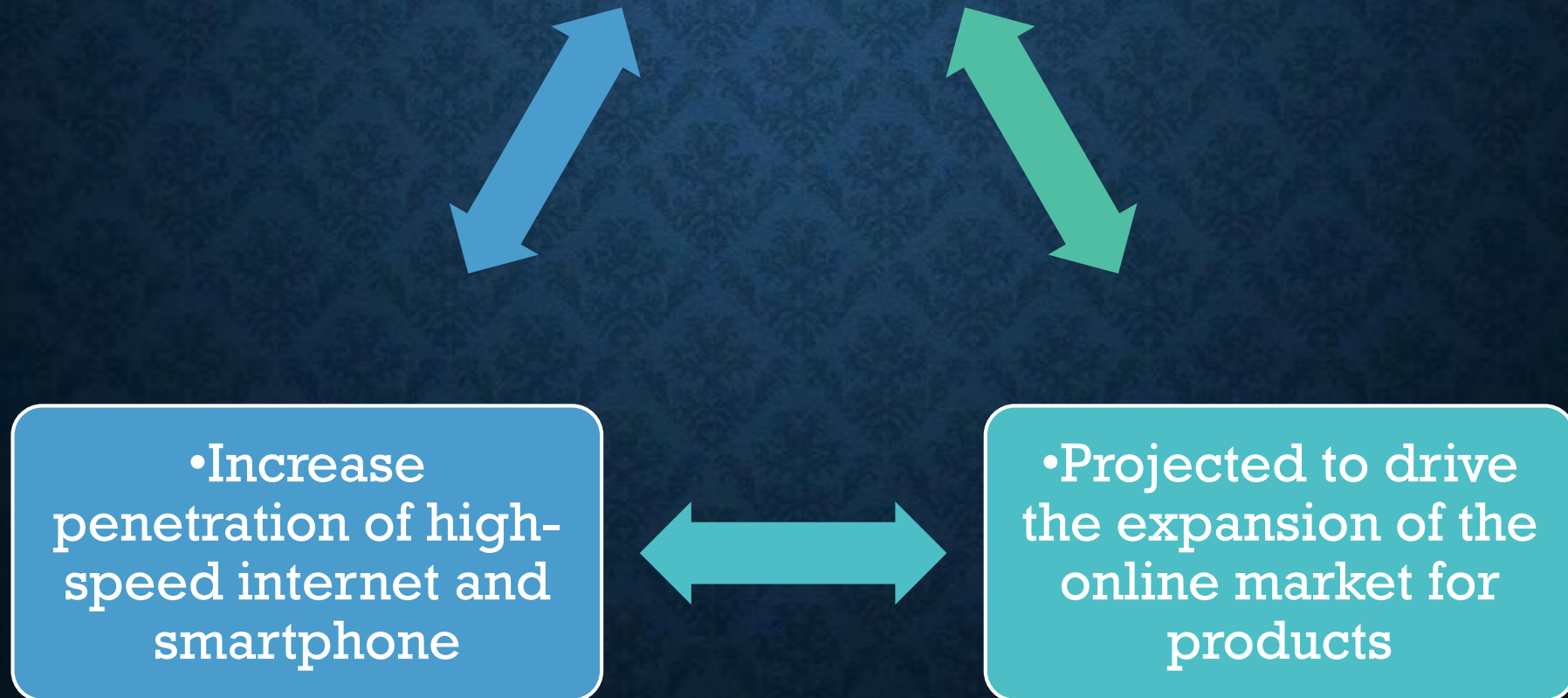
- people to experiment with preparing dishes made with specialty foods at home as favorite restaurants were shuttered at least in the beginning of the pandemic.
- This shift towards cooking ethnic and other specialty foods at home is predicted to gradually shift preferences towards larger ingredient sizes or even bulk sizes, which are more economical for consumer/home cooking.

COVID-19 PANDEMIC

COVID 19 Pandemic

- The pandemic has accelerated 10 key technology trends, including digital payments, telehealth and robotics.
- These technologies can help reduce the spread of the coronavirus while helping businesses stay open.
- Technology can help make society more resilient in the face of the pandemic and other threats..
- Technology is playing a crucial role in keeping society functioning.
- These technologies may have a long-lasting future impact

Online Growth





14.5 BILLION WORLDWIDE

- Amazon's online edible grocery sales will be \$14.5 billion worldwide by the end of 2021 and are projected to be \$26.7 billion by 2026.
- For Amazon as well as its competitors like Walmart. Pantry staples, beverages and snacks will be the largest segments during this period.
- Fulfillment services and product in market is critical

THE IMPORTANCE OF THE HISPANIC COMMUNITY

- Many Caribbean products are in the stores that cater to the Hispanic community.
- The Hispanic market is the second-fastest growing minority market in the country, rising by 212 percent, or \$500 billion, since 2000



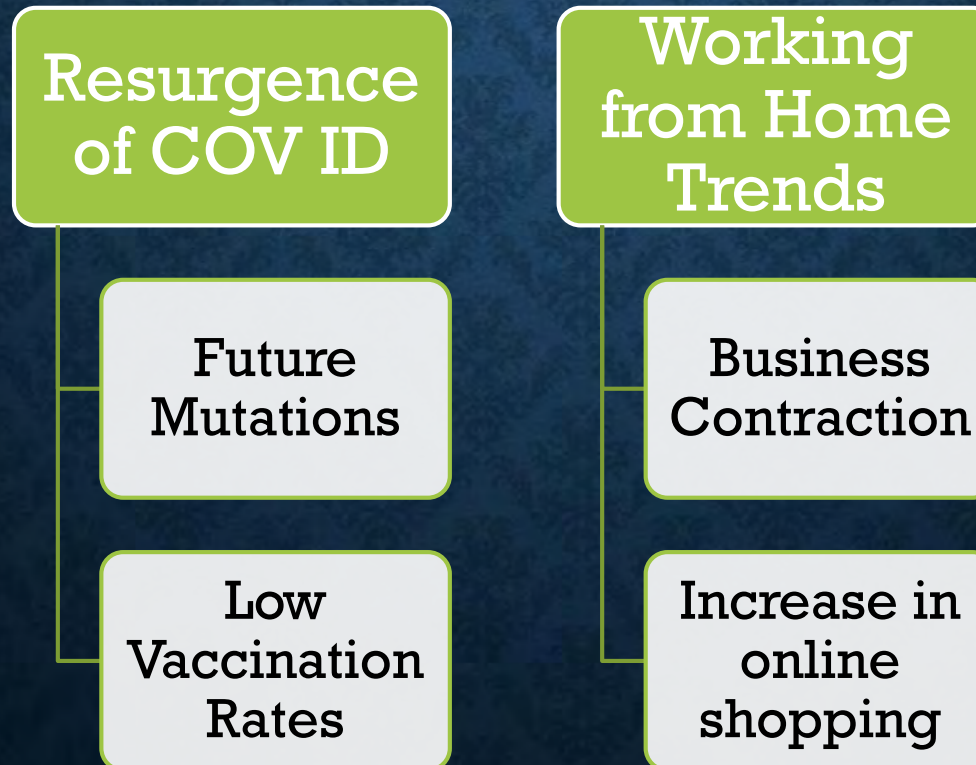
OPPORTUNITIES FOR TRINIDAD

- The emphasis is on natural, high-flavored, organic, low-fat, high-antioxidant foods
- Provides opportunities for the organized production and processing of several Caribbean fruits, vegetables, nuts, beverage crops and spices;
- and the manufacture of specialty foods across several product categories.



MARKET CHALLENGES

- Pre-COVID in 2019 Florida welcomed 131 million + visitors. It dropped 34% to under 87 million in 2020.
- Hospitality and leisure industries are not expected to fully recover from the pandemic until at least 2024.



MAJOR EXPORTS/IMPORTS COOK AT HOME



BUSINESS OPPORTUNITIES FOR TRINIDAD

- ***Caribbean Basin Initiative (CBI) – Duty free access to the USA***
- In 2018, Guyana, Belize, Trinidad and Tobago, The Bahamas, and Jamaica exported greater percentages of CBERA-eligible products to the United States outside special preference programs than under CBI.
- The Caribbean Basin Initiative has encouraged the development of niche product manufacturing in several countries, including polystyrene from The Bahamas and fruit juice from Belize.

OPPORTUNITIES

- ❑ There are 18 market players solely focused on the Caribbean population.
- ❑ Another 15 grocery stores focused on the Latin American market
- ❑ 10 large grocery stores including national chains such as Walmart, Publix and Winn Dixies chain's Fresco y Mas in the Florida market.
- ❑ 28 distributors were identified along with 10 food brokers that will provide opportunities for expanded sales not only in Florida but through the Southeastern United States.
- ❑ Previous research demonstrated the reach of the distributors in South Florida along the entire East Coast.

FLORIDA OVERVIEW

- Tough market and very competitive

- Razor-thin margins but terrific for customer choice

Well established presence of Caribbean Products throughout the region. Growing market for products targeting the Hispanic Caribbean region and Central America

- Deep logistical ties with Trinidad through the Port of Miami

- Regular trucking and rail service moving goods across the United States and specifically the east coast

- There is a growing population and market in the sectors identified and opportunity for new products to compete on the local market.

Limited cross over to the mainstream market

COVID 19 Pandemic

- Online Shopping and Robot Deliveries
- Digital and Contactless Payments
- Remote Work
- Online Entertainment
- Supply Chain – performance & customer satisfaction
- Disruptions to the global supply chain.
- Some factories are shut down.
- Reliance on paper-based records, lack of data, flexibility and diversity – existing supply chain systems vulnerable.
- Core technologies of the Fourth Industrial Revolution, such as Big Data, cloud computing, Internet-of-Things (“IoT”) and blockchain are building a more resilient supply chain management system for the future by enhancing the accuracy of data and encouraging data sharing.

MAJOR TRENDS

COVID 19 Pandemic

- Robotics and Drones
- Realization dependence on human interactions to make things work
 - Labor intensive businesses, such as retail, food, manufacturing and logistics are the worst hit.
 - Strong push for usage of robots and research on robotics.
 - Robots are disinfecting areas and delivering food
 - Drones are walking dogs and delivered items
- Digital Readiness – High Speed Internet (5G)
- Overall, revenues are down because of lower demand, business closures and difficulties in fulfilling orders.
- Long-time purchasing habits may permanently change.
- People who had not embraced online shopping are now doing so and may not revert to their old habits.

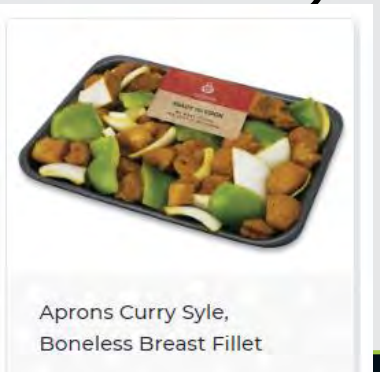
MAJOR TRENDS IN GROCERY RETAIL

On Line Shopping

- Online Shopping: Kroger, Publix, Walmart, and all retailers are rolling out online grocery ordering service. Much of this turf war is now being waged online as shoppers increasingly embrace e-commerce particularly during the COVID pandemic.
- Simplifying apps, evolving in-store dining and expanding micro-fulfillment will be on the menu for retailers in the year ahead
- Amazon and other online fulfillment centers are growing at rapid rates.

Convenience

- Consumers want ready to eat with no more than 3 steps.
- Opportunity for niche products (beverages & snacks) at convenience store ie: gas stations



MAJOR TRENDS

COVID 19 Pandemic

- **Online Shopping and Robot Deliveries**
- **Digital and Contactless Payments**
- **Remote Work**
- **Online Entertainment**
- **Supply Chain 4.0**
 - created disruptions to the global supply chain.
 - some factories are completely shut down.
 - demand for food and personal protective equipment soar, some countries have implemented different levels of [export bans](#) on those items.
 - [Heavy reliance on paper-based records](#), a lack of visibility on data and [lack of diversity](#) and flexibility have made existing supply chain system vulnerable to any pandemic.
 - [Core technologies](#) of the Fourth Industrial Revolution, such as Big Data, cloud computing, Internet-of-Things (“IoT”) and blockchain are building a more resilient supply chain management system for the future by enhancing the accuracy of data and encouraging data sharing.

Source: Jeff Green Partners

MAJOR TRENDS

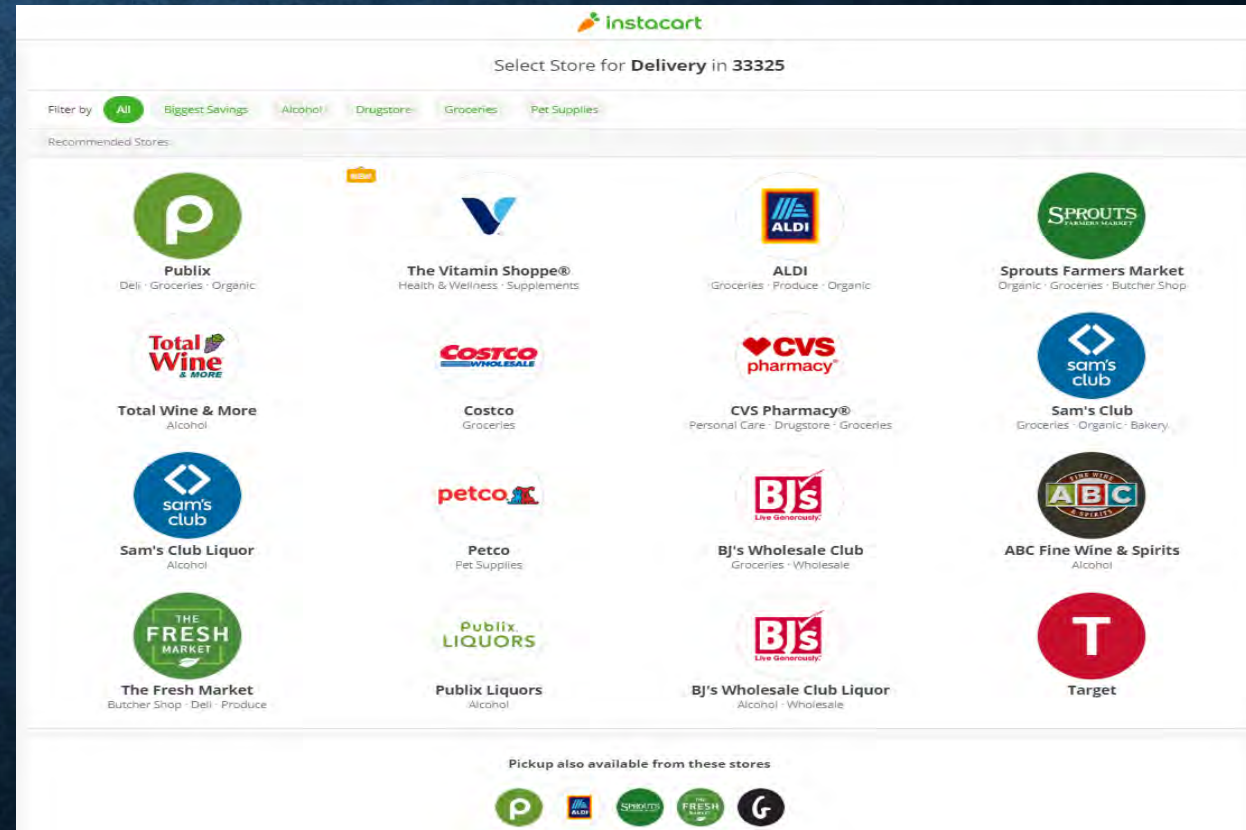
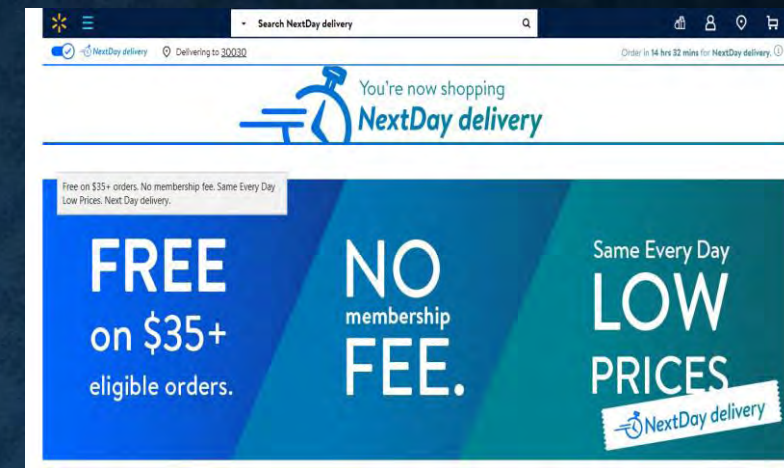
COVID 19 Pandemic

- **Robotics and Drones**
- COVID-19 makes the world realize how heavily we rely on human interactions to make things work. Labor intensive businesses, such as retail, food, manufacturing and logistics are the worst hit.
- COVID-19 provided a strong push to rollout the usage of robots and research on robotics. In recent weeks, robots have been used to [disinfect](#) areas and to deliver [food](#) to those in quarantine. Drones have [walked dogs](#) and [delivered items](#).
- **Digital Readiness – High Speed Internet (5G)**
- Overall, revenues are down because of lower demand, business closures and difficulties in fulfilling orders. But some long-time purchasing habits may permanently change.
- People who had not embraced online shopping are now doing so and may not revert to their old habits.

Source: Jeff Green Partners

MAJOR TRENDS

- Curbside Pickup
 - Order online,
 - Select a time for pickup
 - Groceries are delivered to your car.
- Free Shipping for Groceries
- 1-hour delivery of Groceries with apps such as Inst-Cart for major supermarkets ie: Costco, Publix, BJ's
- E-commerce
- Has Shifted to Smaller Independent Stores over last 6 months



COMPETITIVENESS

- Dependence on Discounting, Promotion
 - Price is a primary driver in the grocery shopping decision
 - Companies have come to rely on price discounts and promotions to drive volume.
 - Manufacturers bare most of the cost of trade promotions
 - Frequent discounts have conditioned consumers to look for the best deal and have diminished store loyalty.
 - Deep discounts and specials often create short-term volume increases at the expense of long-term business.

COMPETITIVENESS

- There are a variety of ethnic markets and multi-ethnic markets
 - Stores are growing – produce, fish and meat
 - Low Margins - Grocery stores operate with extremely low margins
 - Depend on volume to generate profits.
 - Profit margins – razor thin
 - Grocery stores net less than a penny per dollar of retail sales.
- Competition limits a company's ability to raise prices.

COMPETITIVENESS

Weaknesses

- Convenience stores only carry ethnic beverages and meat patties
- Branding and packaging are poor
- Merchandising support is non-existent for Caribbean suppliers
- Caribbean products are being reduced because of lack of marketing support
- Leading brands are starting to introduce look a likes which are well packaged and well priced.

MAJOR TRENDS

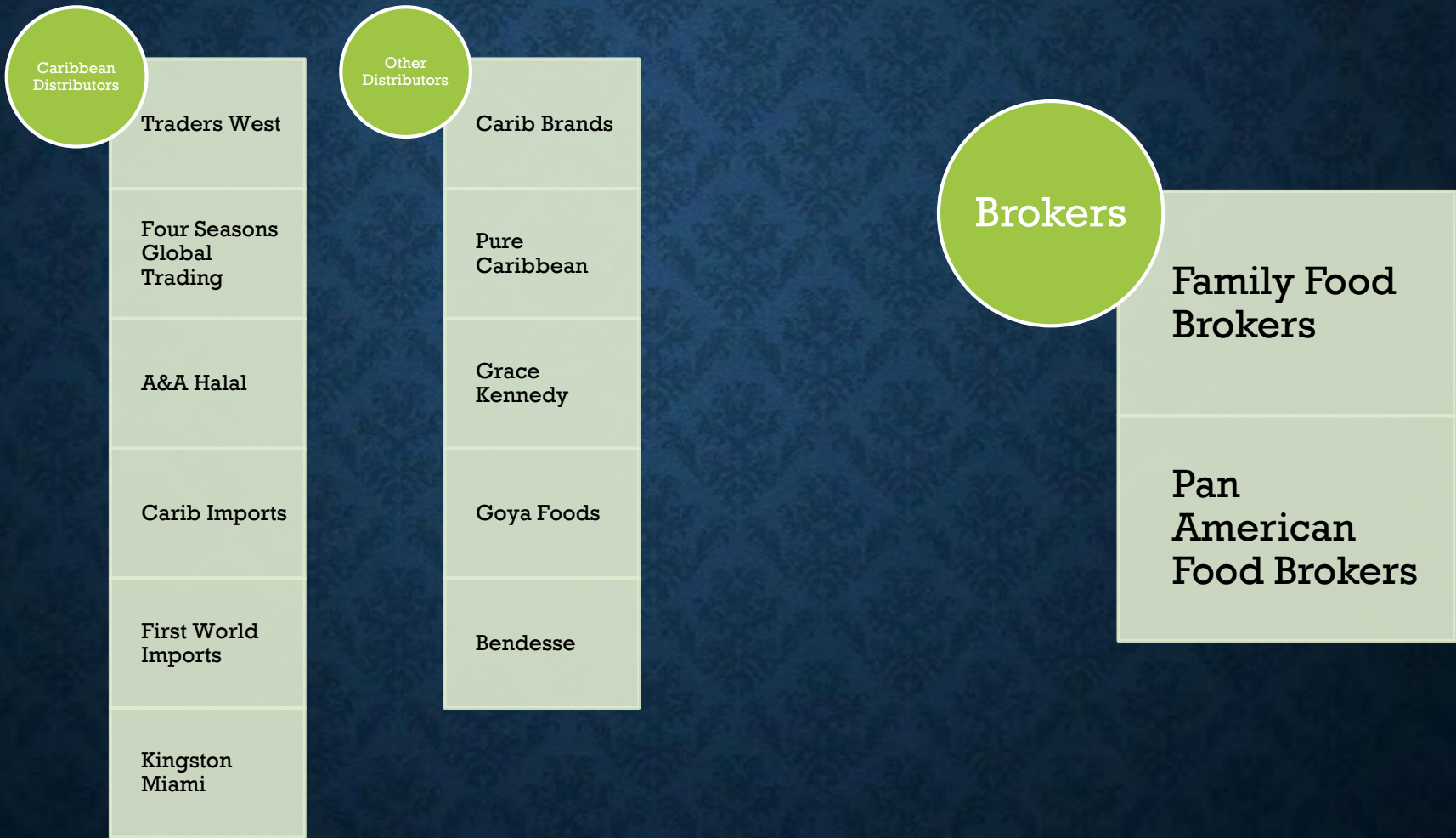
Wealth – Divider is
Health

- National Brands –
Losing Market
Share

Private Label
Healthy, Organic, No
Preservative

Strong Private Label
–Helps Retain
Customers

DISTRIBUTION





Florida Market



Supermarkets, Grocers &
Small Ethnic Shops



Distributors



Food Brokers



Central Buying Large
Stores –



Direct
Importers



Family Food
Brokers



Publix

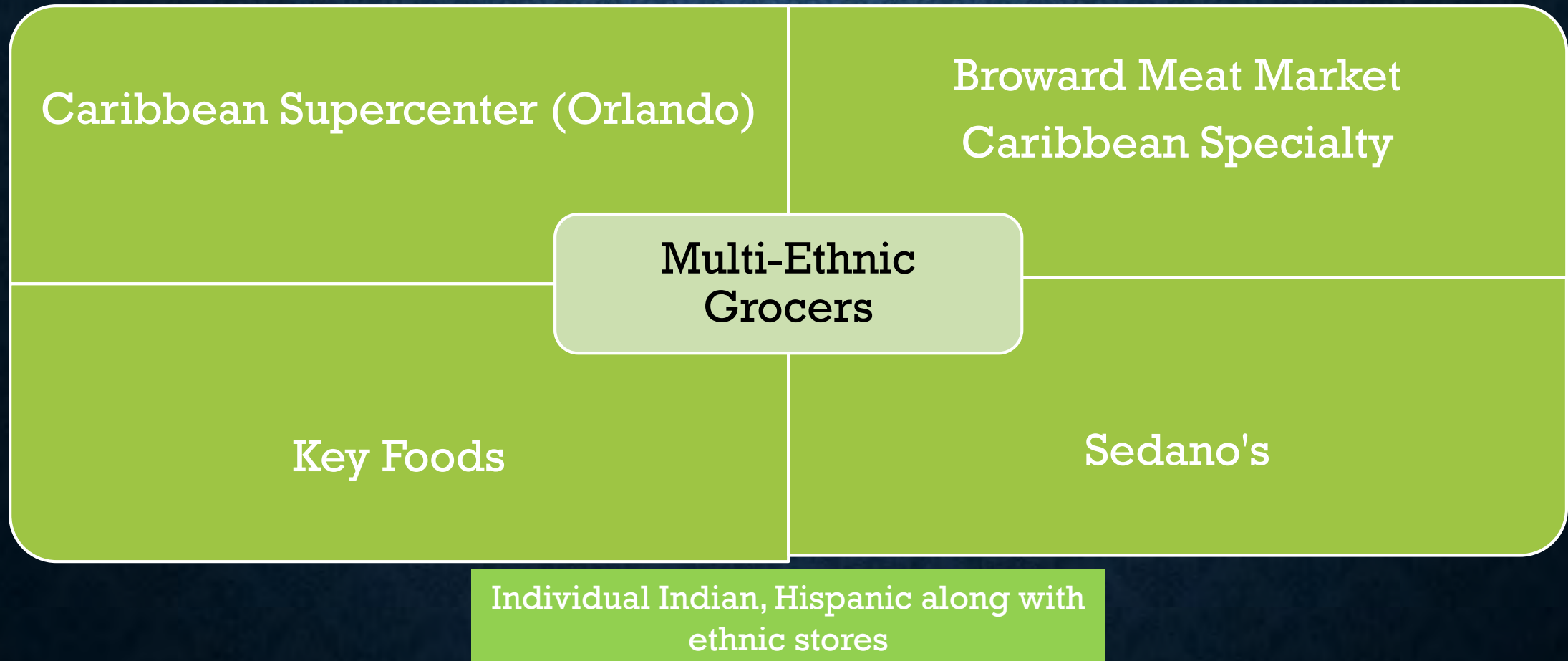


National
Canners
Chief
RHS



- Traders West
- Four Seasons Global Trading (Caribbean Spices)
- A&A Halal
- Kingston Miami
- Carib Imports
- First World Imports

INTERNATIONAL GROCERS



SPECIALTY GROCERS

Whole Foods

Trader Joe

International
Products

Winn-Dixie (Fresco y
Mass)

Bravo Supermarket

Traders West

- Local distributor sourcing products from larger agents nationwide.
- Working on an import permit which is pending.
- Has 3 trucks and services the small retailers and restaurant chains including Golden Krust a very large restaurant chain.
- Looking to expand and source direct from Trinidad
- Expanding service network



Four Seasons Global Trading

- Interested in FDA approved companies.
- Currently sources from Trinidad, Guyana, and Asia.
- Expanding and Interested in new firms.
- Serves Independent Grocery Stores and Ethnic Stores



Kingston Miami Trading Company

- Interested in FDA approved companies.
- Currently sources from Jamaica, Trinidad, Guyana, and Asia.
- Expanding and Interested in new firms work through RHS
- Competes on low price products
- Services larger grocer store chains



The Finest Caribbean Foods Since 1982

Carib Export

- Interested in FDA approved companies.
- Currently sources from Trinidad, Guyana, and Asia.
- Expanding and Interested in new firms.
- Looking at new products in 1st Quarter
- Companies need to have marketing plan and vision to build market share of their product
- Cannot compete against current line of products
- Serves Independent Grocery Stores, Ethnic Stores and food service industry in South and Central Florida
- Expanding



FAMILY FOOD BROKERS



The Family Food Brokers Difference

- Our sales team presents your products to buyers and merchandise managers.
- Experienced brokers covering territories and food industry verticals and have relationships with national and regional retailers, distributors and food service accounts.
- Relationships with regional and national distributors who handle specific markets and have impeccable customer service.
- Brokers positioned throughout the United States and Canada that build local business and participate in ride-alongs with major distributors.

DISTRIBUTION

- Analytics

- Stores can process so much data on consumer preferences

Manufacturing Side

- Length of time product is on the shelf
- Revenue per item per day
- Compare it versus other products and the revenue generated by each product

Customer

- What products they purchase with your product
- Value and profile of the customer
- Compare it versus other products and the revenue generated by each product
- Want 3 step products which require short preparing time

Result

- Products are being cut regardless of existing relationship
- New Products have a shorter opportunity to prove themselves.
- **Data Rules**

Get discovered by the
world's leading retailers

SIGN UP FOR FREE

The tools, insights, and services you
need to grow your business

RANGEME PROFILE

Showcase your products to thousands
of buyers

Brand Profile

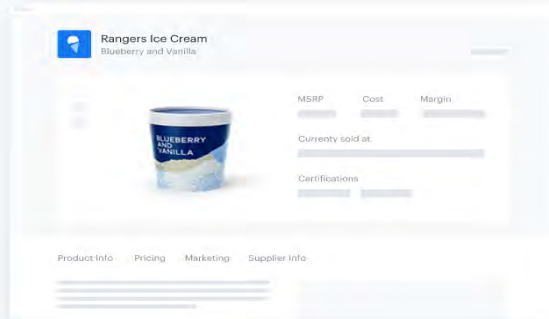
Build visibility with leading retailers by highlighting key brand information that buyers look for.

Product Pages

Customize product pages to show buyers essential product and company details like MSRP, price margins, packaging dimensions, and more.

Profile Sharing

Share your brand profile with buyers on and off of RangeMe and track engagement.



Be visible to over 150,000 CPG
suppliers

Showcase your services on the industry's central hub for product development and discovery

GET STARTED

[Full Video on Services & Opportunities](#)

<https://www.youtube.com/watch?v=LKG-oS3CgzE>



Private Label

Private Label Growth - Grocery stores have built strong house brands in recent years, which drive greater profit to the company and lower prices to consumers. Some supermarkets have a multi-tiered approach to private labels to reach different audiences.

Publix has private label products, branded under Publix. Specialty grocers like Trader Joe's, on the other hand, can go smaller, solidifying their images as niche retailers with high-quality, private-label offerings.



\$12.99

Curry Leaf Powder (1/2 Lb) By Naturevibe Bota...

Amazon.com



\$12.90

McCormick Curry Powder, 1 Lb

Amazon.com

MAINSTREAM PRODUCT POSITIONING STRATEGY



\$8.09

Chief Curry Powder - 3oz - 3 PACK

Amazon.com



\$6.35

CHIEF HOT & SPICY CURRY POWDER, 230...

Amazon.com



\$11.40

CHIEF CURRY POWDER 500G, 17.5 OZ MADE I...

Amazon.com

PRIVATE LABEL NO MERCY COPY CAT



Private Selection™ Mango Scotch Bonnet Culinary Hot Sauce delivers tongue-tingling heat with a culinary twist. Sweet, fruity mango balances the blazing heat of freshly pureed Scotch Bonnet Peppers for a taste that's pure sunshine.

PAIR

Add a dash of island flavor to your favorite roti, chickpea stew or barbecued wings or pineapple.

CONTRACT MANUFACTURING /LICENSING

- Reduce transit times
- Secure Health Certification



PRICING AND THE DISTRIBUTION CHANNEL

- Price product correctly - crucial to its success.
- The price should reflect the product's perceived value to the consumer.
 - Consumers won't purchase a more expensive product unless its perceived value is greater.
 - Consider the competition's price on the retail shelf. Visit stores and view the competition; note prices and how package size relates to price.

STAPLES, SNACKS AND CONFECTIONERY, SOFT DRINKS, ALCOHOLIC DRINKS,

- Penetration in Ethnic Stores
- Blending of Hispanic and Caribbean Stores.
- Snack market Continues Growing – Projected 0.9% 2021-2026
- Confectionery Market 1.01% 2020-2025
- Staples – Increased demand due to people eating at home.

STAPLES, SNACKS AND CONFECTIONERY, SOFT DRINKS, ALCOHOLIC DRINKS

- Alcohol
 - Rum – Spiced/Vanilla Flavored – 3.9% Growth 2021-2027
 - ABC Fine Wine & Spirits – Pricing Online
- Soft Drinks
 - US 5.1% Growth in Value Per Unit – Declining Volume Sales
 - Global Sales – 4.7% Growth – 2020-2027
 - Global Growth tied to Rising Middle Class

Pricing and the Distribution Channel

- Correct pricing allows to earn a profit for growth of the company
- Factor all cost of doing business into your pricing
 - Cost of Goods Sold
 - Cost of Selling/Marketing Administration
- Do not use expected savings to set price
- Must Include in your budget and price all expenses required/demanded by the consumer and the trade
- Must include all expenses that are build into the price. If an additional cost arise you will decrease profit margin and profitability
- Determine when to reset price based on material changes in cost

Pricing and the Distribution Channel

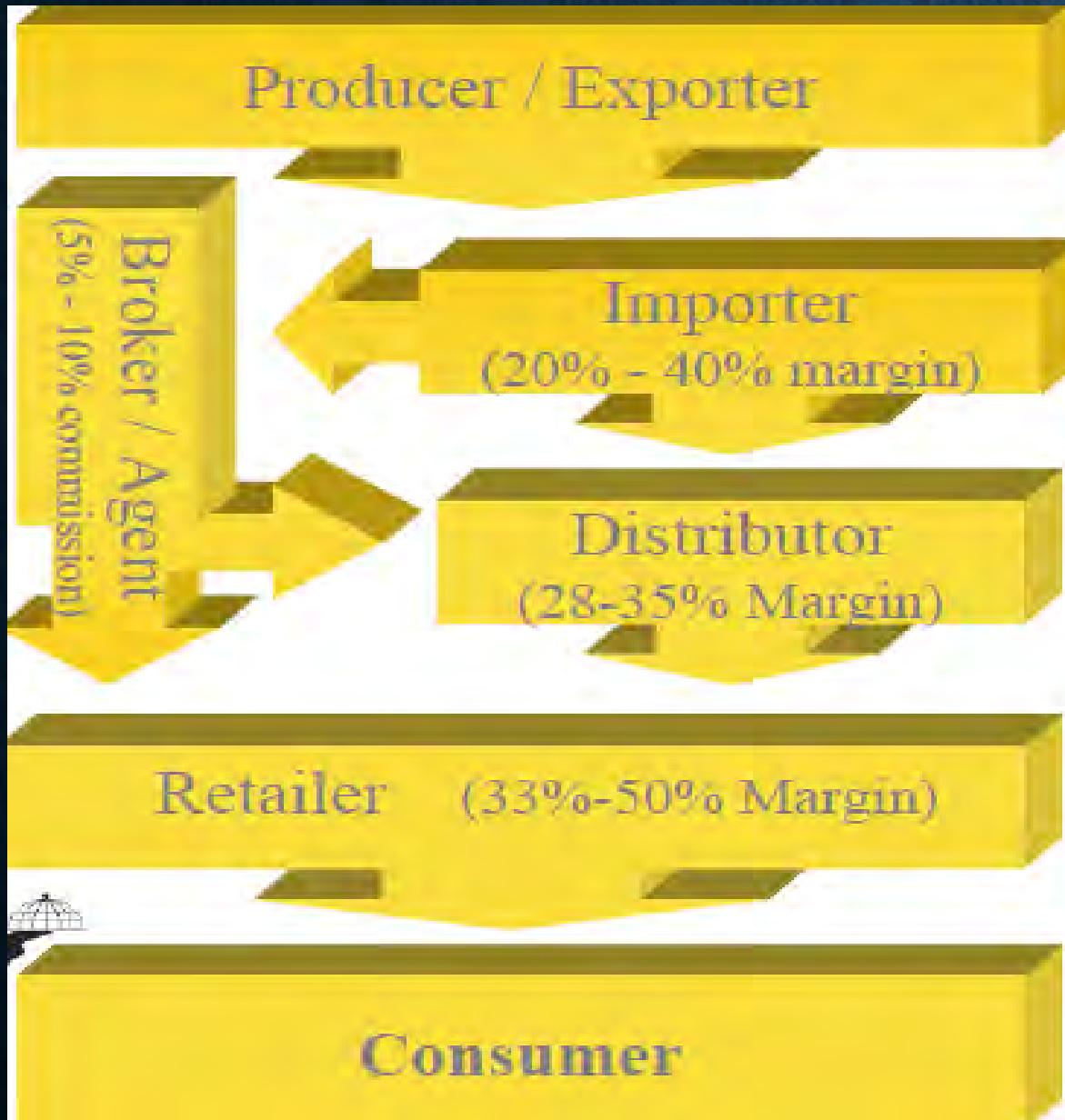
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OTHER COST FACTORS

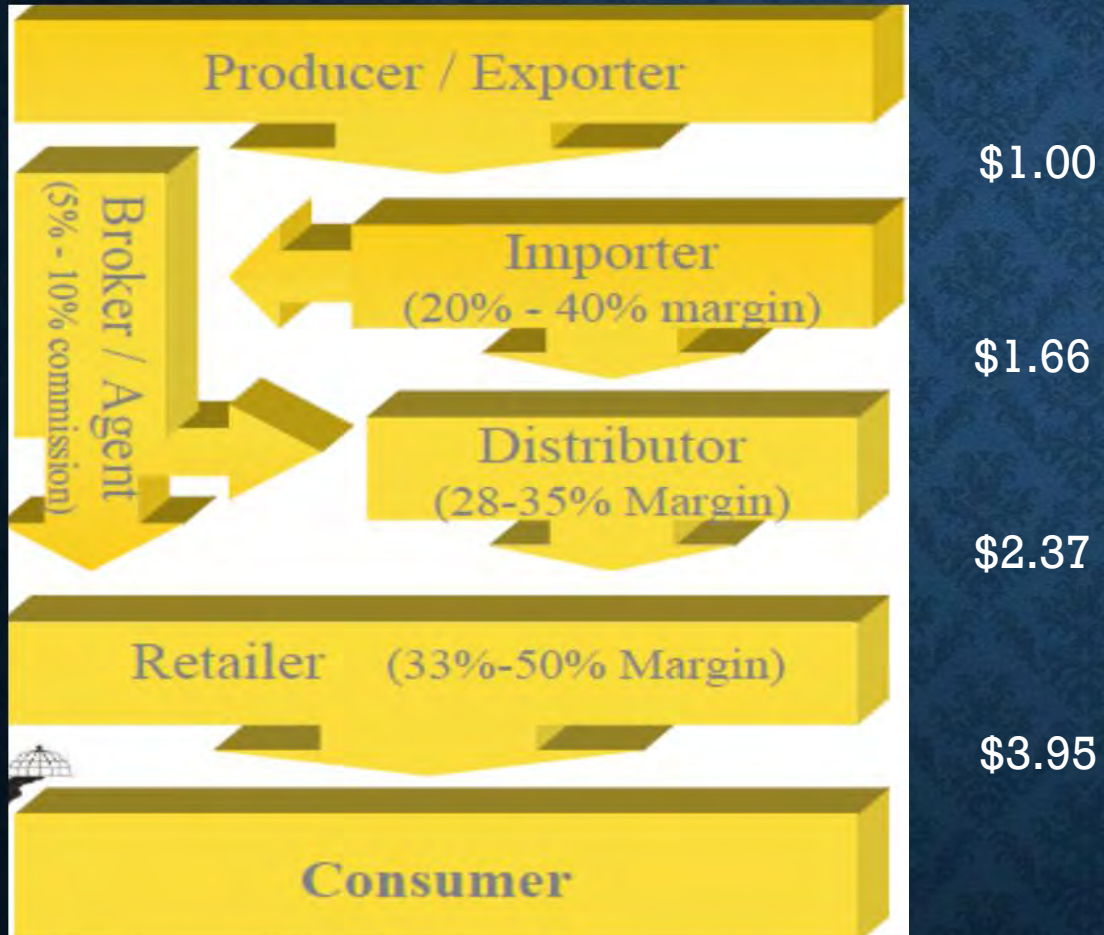
Inland Cost

- ENTRY FEE
- MESSENGER
- DELIVERY ORDER
- CARTAGE
- FDA NOTIFICATION
- PRIOR NOTICE
- DUTY (If applicable)
- FREIGHT
- DOCUMENTATION
- TRANSPORTATION
- INSURANCE



What you sell for
\$1 in landed price
can equal almost \$4
at the consumer
level.

$$\text{selling price} = \frac{\text{purchase price}}{1 - \% \text{ margin}}$$



EXAMPLE

$$\text{selling price} = \frac{\text{purchase price}}{1 - \% \text{ margin}}$$

EXPORT PRICING MODEL

	Quantity	
	Price per Case/Crate/items	
	Price per Unit:	
	Value:	
Logistic Cost		
	FREIGHT (20ft. Container)	1000
	DOCUMENTATION	30
	TRANSPORTATION (in Land moving of container)	450
	INSURANCE	190
	CARTAGE	380
	FDA NOTIFICATION	93.5
	PRIOR NOTICE	82.5
	DUTY	
	ENTRY FEE	125.00
Landed Costs		
TOTAL (Total Value + Landed Costs)		
A1	TOTAL COST PER ITEM (Total/Quantity)	
Distribution Model		
A2	Broker Price to Distributor 14% (A1*A2)	
A3	Distributor Price to Retailer (20% to 30%) (A2*A3)	
A4	Retailer Price to Customer 25% (A3* A4)	
Fulfillment Center		
	Cost per SKU (Fee/Quantity)	
	Cost per Shipping	
	Monthly Warehousing Fee (Fee/Quantity)	
	Total Cost Per Item	

OPPORTUNITIES

- Key distributors already servicing the target population are interested in Trinidad products.
- Consumer spending at grocery stores is growing – eating at home - stockpiling due to COVID pandemic
- On Line shopping is trending and growing
- Established distributors are interested in imports from Trinidad



E-COMMERCE – WHY NOW?

- SOMETIMES YOU NEED TO BE IN THE MARKET TO GET STARTED
- Provides market intelligence on where in the country your product is selling, which can allow you to attract a distributor
- If your company's being already being sold on Amazon, why not capture those sales
- Sell to tourist locally to have product delivered upon arrival home.
 - This option can sometimes run at a loss at start up until volumes increase



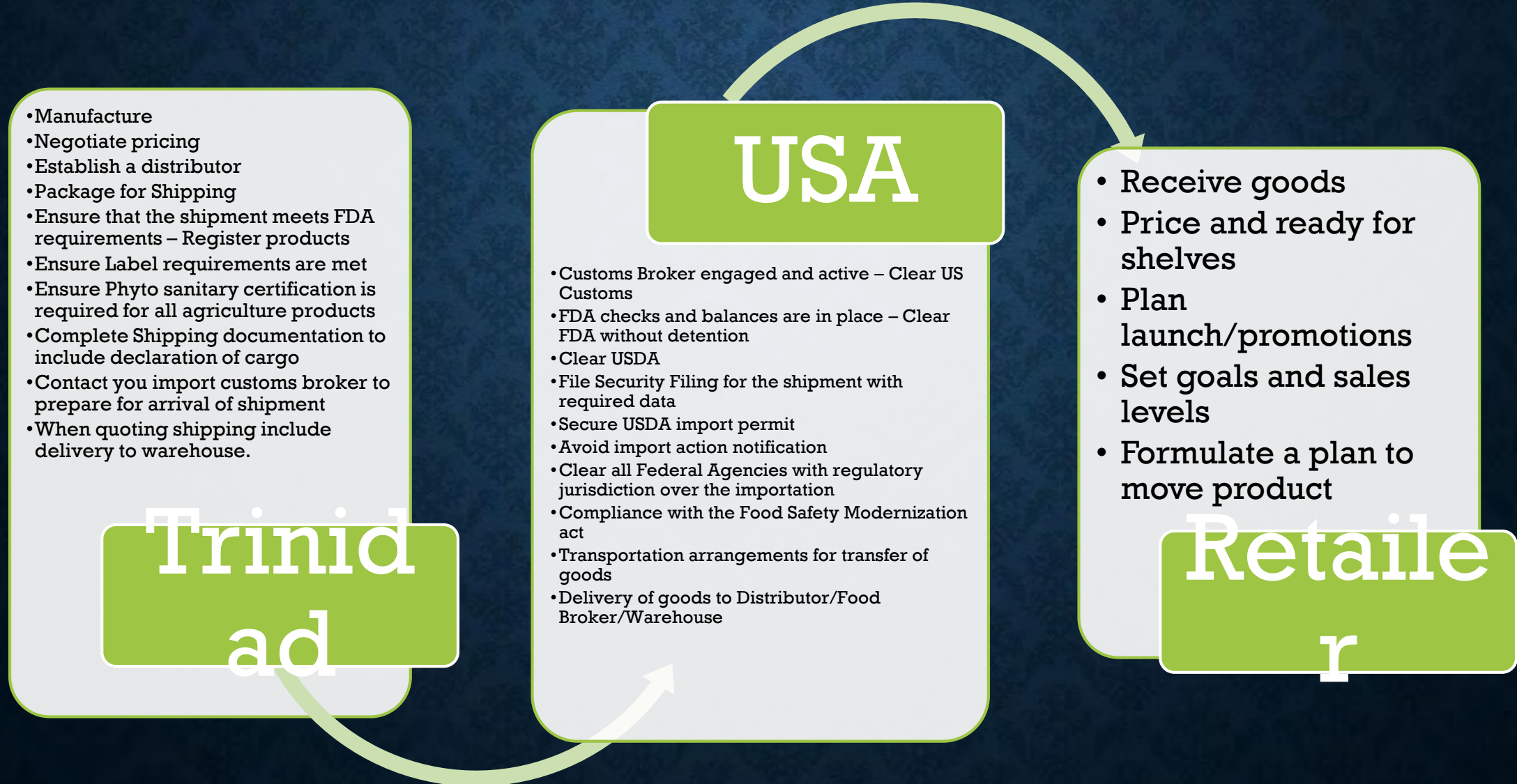
ONLINE STORES – SERVICE PROVIDED

- Free SSL certificate
- Accept credit cards with Shopify
- 70 payment gateways
- Ability to offer free shipping
- Multiple languages
- Automatic carrier shipping rates
- Abandoned checkout recovery
- Flexible shipping rates
- Automatic taxes
- Fraud Analysis
- Template to setup store (free and fee based)
- Own Data

E-COMMERCE TURN-KEY SITES

- Shopify
 - Big Commerce
 - Magento
 - WooCommerce
 - WIX
 - Rakuten
 - Amazon
- Cost per month \$29 to \$79 to \$299 per month
 - can scale plans with growth of business

MAPPING OF PROCESS PRODUCT ENTRY



Ocean Freight Port of Spain to Port of Everglades		
Company	Size	Cost
MSC Limited (Quote Nov 2021)	20' Container via Miami (14 days)	2,565

- Most cargo from the port is transported by trucks
- The cost of transport is approximately \$500 to \$800 US to Warehouse

WAREHOUSING – GO IT ALONE

- Miami – Ft. Lauderdale– 35 locations available with 10,000 SF
- \$10 to \$15 Per Square Foot plus taxes, utilities & insurance
- Customize Space to your needs
- Own Staffing
- May come with office space for sales staff
- Process Own Orders
- Typically Required 3-year Lease



OPERATING YOUR OWN WAREHOUSE

Rent has increased to \$15 SF/Year in Miami Area

Warehouse Operations		Start Up Cost	
Rent (10,000 SF @ \$5 SF)	50,000	Office Supplies	500
Utilities	3,600	Computers	
Office Computers		Furniture -IKEA	2,000
Office Supplies	2,000	Security System	500
Insurance		Fork Lift Rental (\$300/day) (\$2000/month)	
Maintenance		Purchased Used 10,000	10,000
Telephone/Internet	1,200	Sub Total Startup	13,000
Cleaning of Office	1,200	Salaries	
Security System	500	Logistics / Warehousing Manager	Mobile, AL Average: \$39,914/year; Hourly Avg. \$19
HVAC Maintenance	500	Fork Life Operator	Mobile, AL Average: \$22,993/year; Hourly avg. \$11
Propane		Office/Shipping Manger	Mobile, AL Average: \$36,898/year; Hourly avg. \$18
Misc.		Sub Total Warehouse	99,805
Subtotal Yearly Operating Exp	59,000		

THIRD PARTY LOGISTICS - FULFILLMENT SERVICES

Example: ShipJoy

- Order fulfillment
 - package sent via Truckload or courier service
- Allow for Stores to Pick Up Orders
- Manage inventory
- Warehouse location
 - Major strategic city
- Fees vary
- Integration with e-commerce platforms
- Own Platform for B2B Sales

THIRD PARTY LOGISTIC PROVIDER

Manage warehouse and orders to customers

- JM Field
- ShipJoy
- APS Fulfillment
- Rakuten
- Amazon



- Rent space by pallet
- Pay incoming processing fee
- Pay fee per order plus shipping
- Pick and Pack Specific Items for Sale
- Provide real-time inventory management
- Required Minimum sales per month
- Allows for direct sales with US presence to build sales

WAREHOUSING ON YOUR OWN

- SHIP.com
 - Discounted shipping rates
 - Integration with e-commerce sites
 - Automatic Label Generation
 - Scheduling for Package Pick-Up USPS
 - Free Supplies from USPS



SHIP.com



JM FIELDS & DISTRIBUTION (PALLET) – ONE MONTH OPERATIONS

Third Party Logistics (TPL/3PL)			
	Cost	Pallets	Total
Storage 25.00 per pallet per month - one container	24	26	624
Unloading 20' Container Palletized	10	26	260
Management System Monthly	25		25
Labeling .50 per label			
Cost Per Container for 1 month			909
PLUS Shipping			

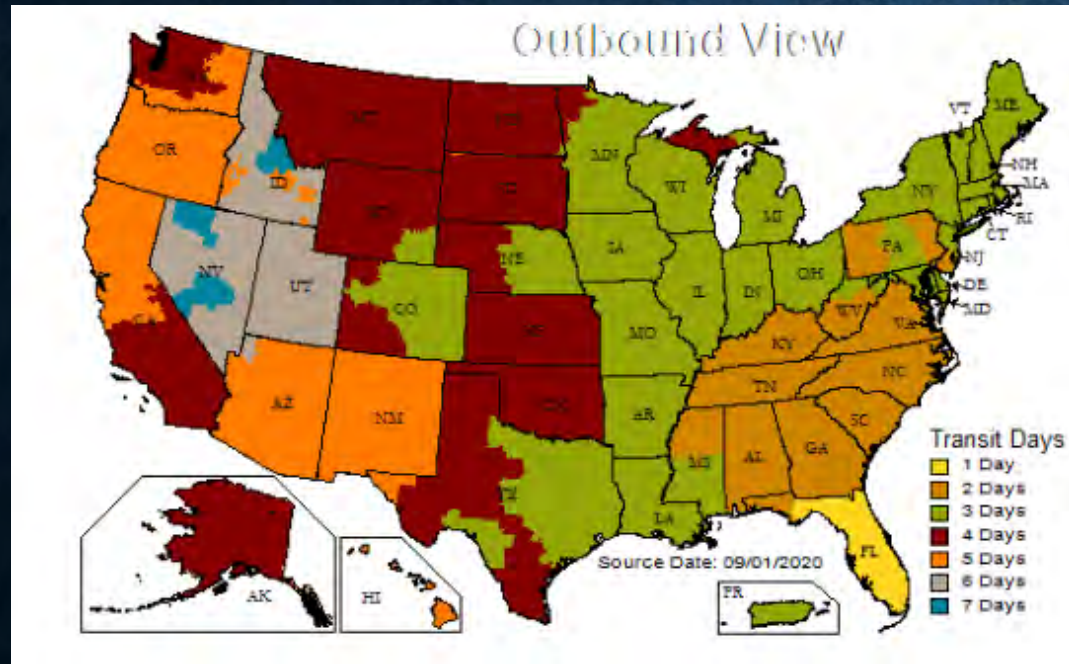
FULFILLMENT COST CALCULATOR	PROJECT ASSUMPTIONS
Number of pallets on hand each month	5
Number of orders per month	500
Number of units per order	1.5
Number of units received each month	750
FULFILLMENT SERVICE QUOTE	FULFILLMENT SERVICE FEE
Storage fee per pallet	\$20.00
Pick/pack fee per order	\$.35
Pick/pack fee per unit	\$0.50
Packing List Per Package	\$0.10
MONTHLY SERVICE	TOTAL MONTHLY FEE
Total storage fee	\$100
Total pick/pack *	\$1,125
Total receiving fee	\$37.50
Total monthly fee	\$1,262.50
TOTAL FEE PER ORDER (Plus Shipping)	\$2.53

FEES

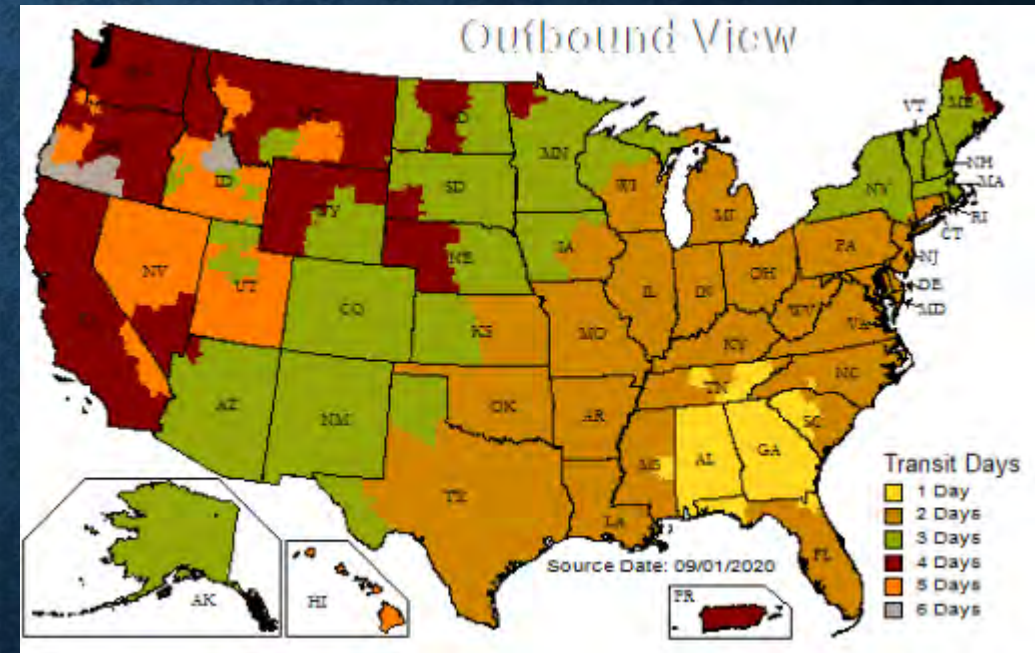
- Online Store - Cost
 - Packages start at \$29 per month to \$299 per month
 - 3.5% to 5% of sale
 - Plus \$.30 flat fee charge

UPS – GROUND SHIPPING RATE/TRAVEL TIME

Warehouse - Miami

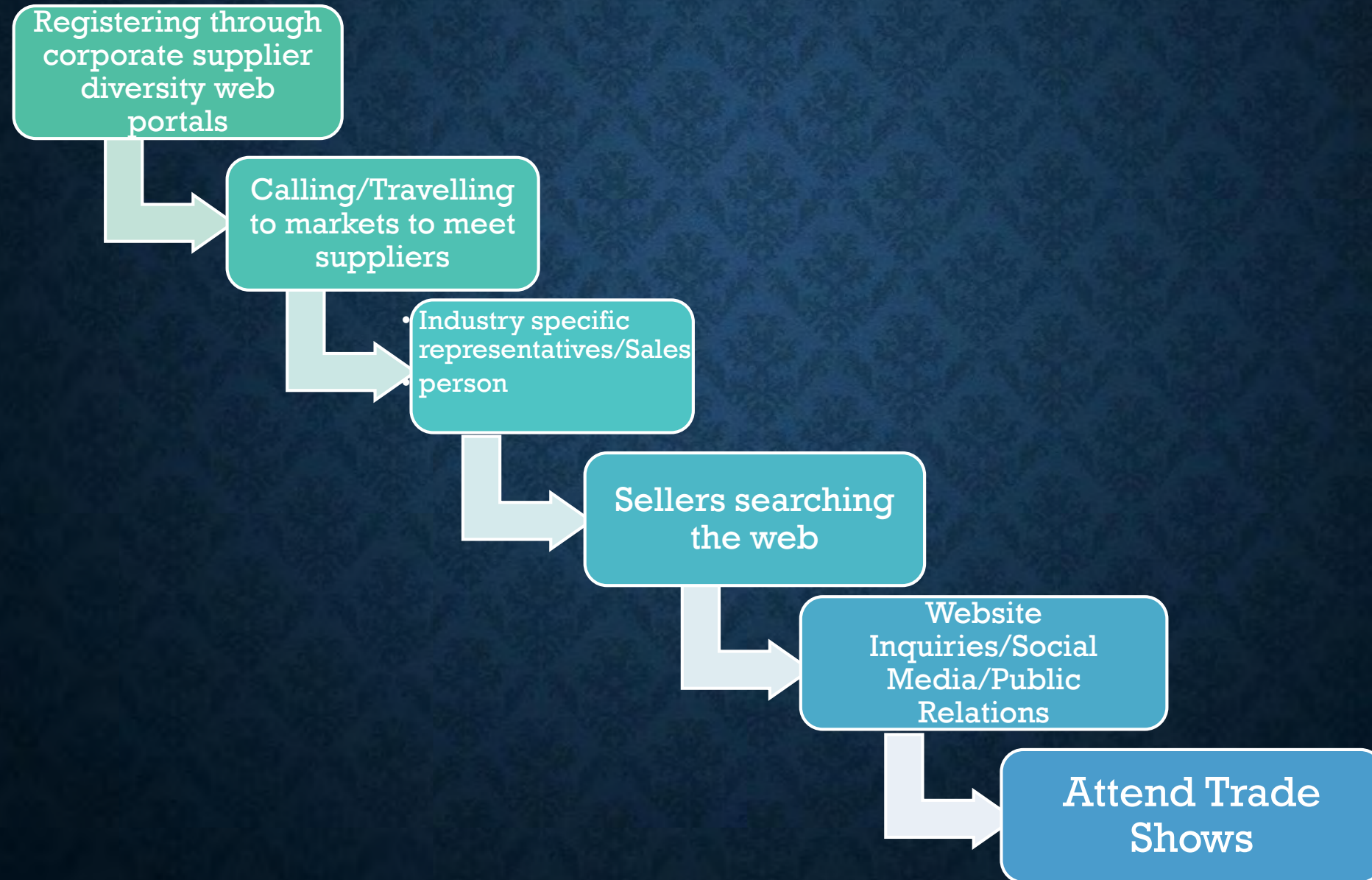


Warehouse - Atlanta



COVID – Shipping Times Not Guaranteed

HOW SELLERS FIND NEW BUYERS



Finding A Distributor

Research

Referrals

Dun & Bradstreet

Current stores

Service Mapping

Vehicle Fleet Capacity

Warehouse Size

Finding A Distributor

Research

Referrals

Dun & Bradstreet

Current stores

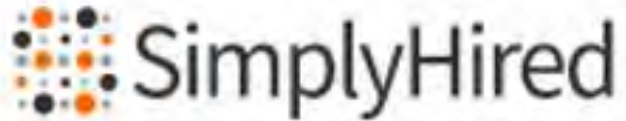
Service Mapping

Management of Order Delivery-

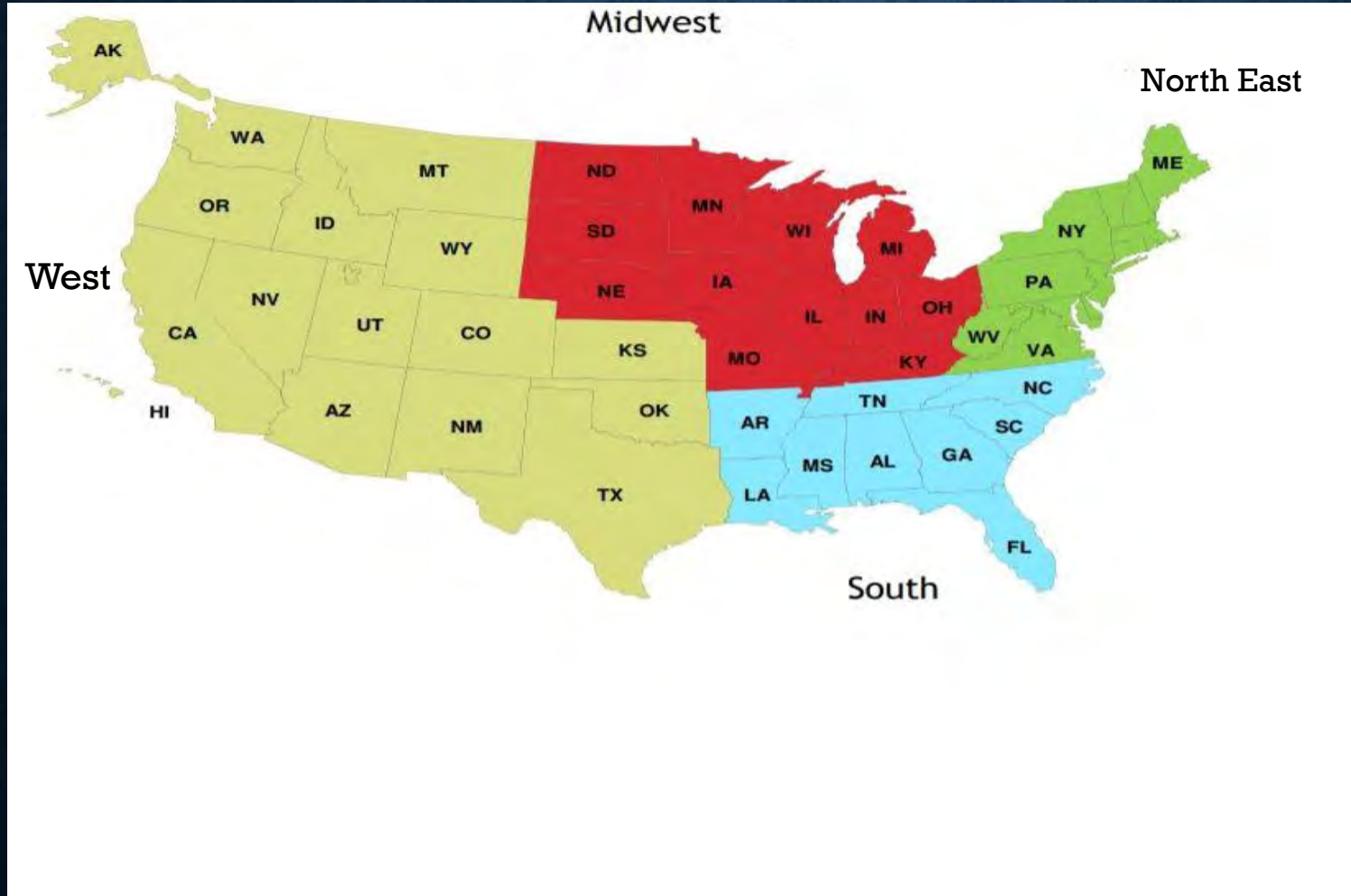
(Own Vehicles/Lease/Use Designated Carrier)

Warehouse Size

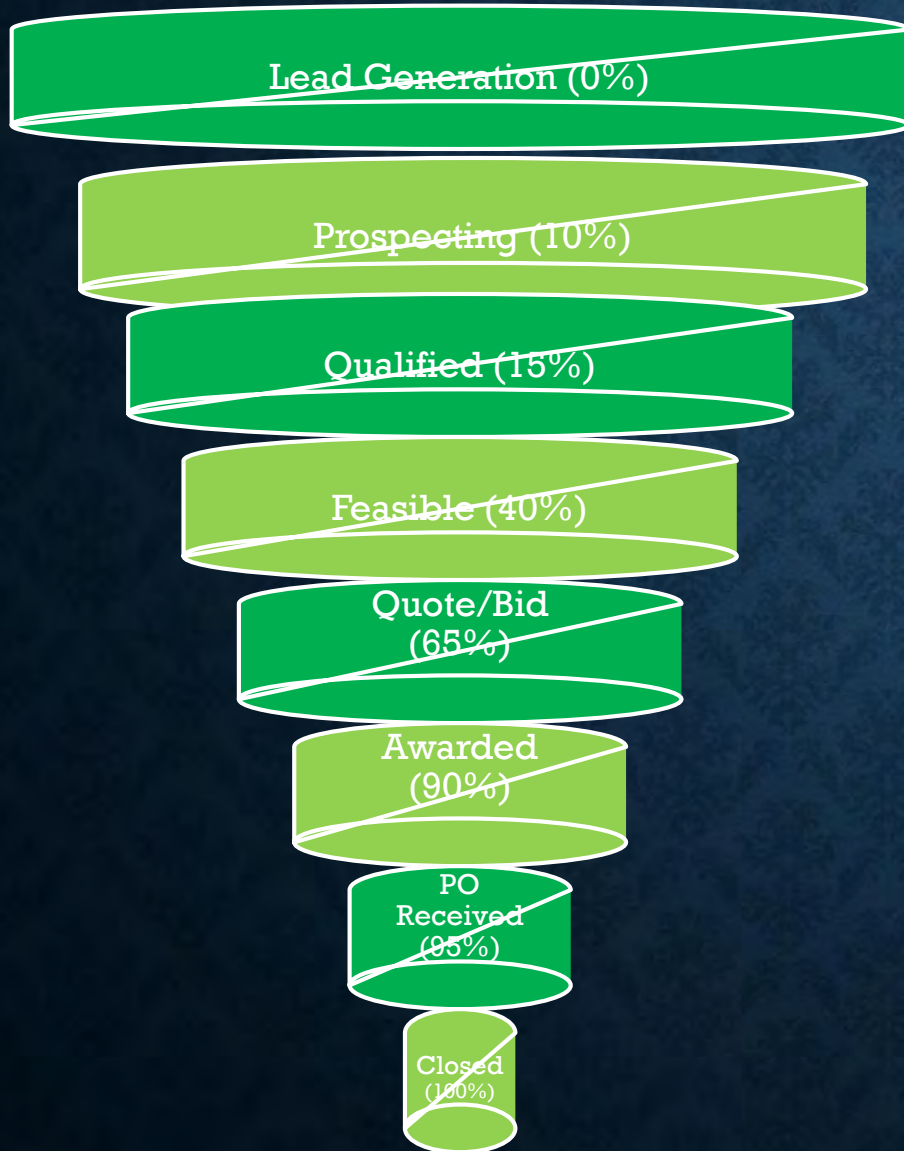
HIRING SALES REPRESENTATIVE



THE UNITED STATES SALES TERRITORIES



SALES FUNNEL 8 DEFINED ACTIONS



- Designed to help identify the stages of a sales process.
- Each stage represents different types of sales activities and makes use of different sales tools.
- Designed to provide a predictability to orders by doing the right type of selling work at the right stage of the process, to best ensure a sale.
- The probability of a sale is represented by which stage a project is at in the sales funnel. This is important for forecasting and pipeline production.
- The Sales Funnel helps to prioritise workload and increase success rate.



SALES ACTIVITIES

- Attend or exhibit at tradeshow
- Approach coaches and distributors for leads
- Send sector/regional email campaigns
- Generate and send sector/application/regional newsletters
- Register products on industry portals
- Register company on Contractor supply chain portals
- Publish advertisements or editorial in trade publication
- Enter products into industry awards
- Post social media links to new case studies / product developments
- Cold call or email target Clients, Consultants or Distributors

SALES TOOLS

- Brochure
- Presentation
- Website
- Introductory Template Email



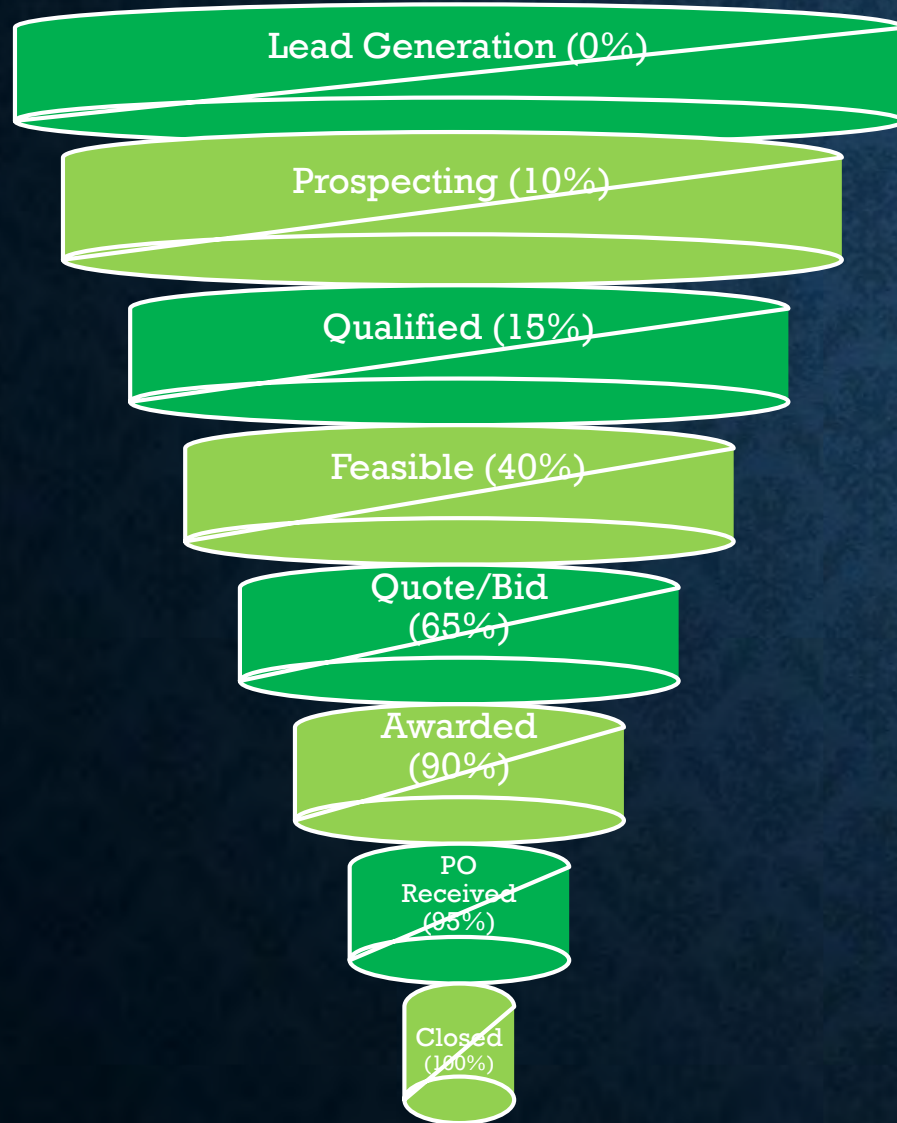
PROSPECTING ACTIVITIES

- Follow-up Leads From Trade Show
- Respond to emails and phone calls
- Send link to products
- Cold call or email target Clients, Consultants or Distributors
- Research Leads

PROSPECTING SALES TOOLS

- Brochure
- Send Samples
- Email Template

SALES FUNNEL



QUALIFIED ACTIVITIES

- Send Pricing
- Send Relevant Clients
- Confirm Potential Volume, Sales and Timeline

QUALIFIED SALES TOOLS

- Examples – Clients
- Case Study
- Price List

FEASIBLE ACTIVITIES

- Advantages Over Competitors
- Certifications
- In Person Meeting

FEASIBLE SALES TOOLS

- Pricing Sheet
- Price Comparison
- Product Comparison

QUOTE ACTIVITIES

- Send Quotation
- In Person Meeting

QUOTE SALES TOOLS

- Pricing Sheet
- Proposal Template
- Marketing Material



AWARDED ACTIVITIES

- Confirm Specifics of Order
- Schedule Delivery
- Confirm Payment Terms
- Credit Check

AWARDED SALES TOOLS

- Internal Support Resources
 - Accounting
 - Production
 - Shipping

PO RECEIVED ACTIVITIES

- Call or Meet with Customer

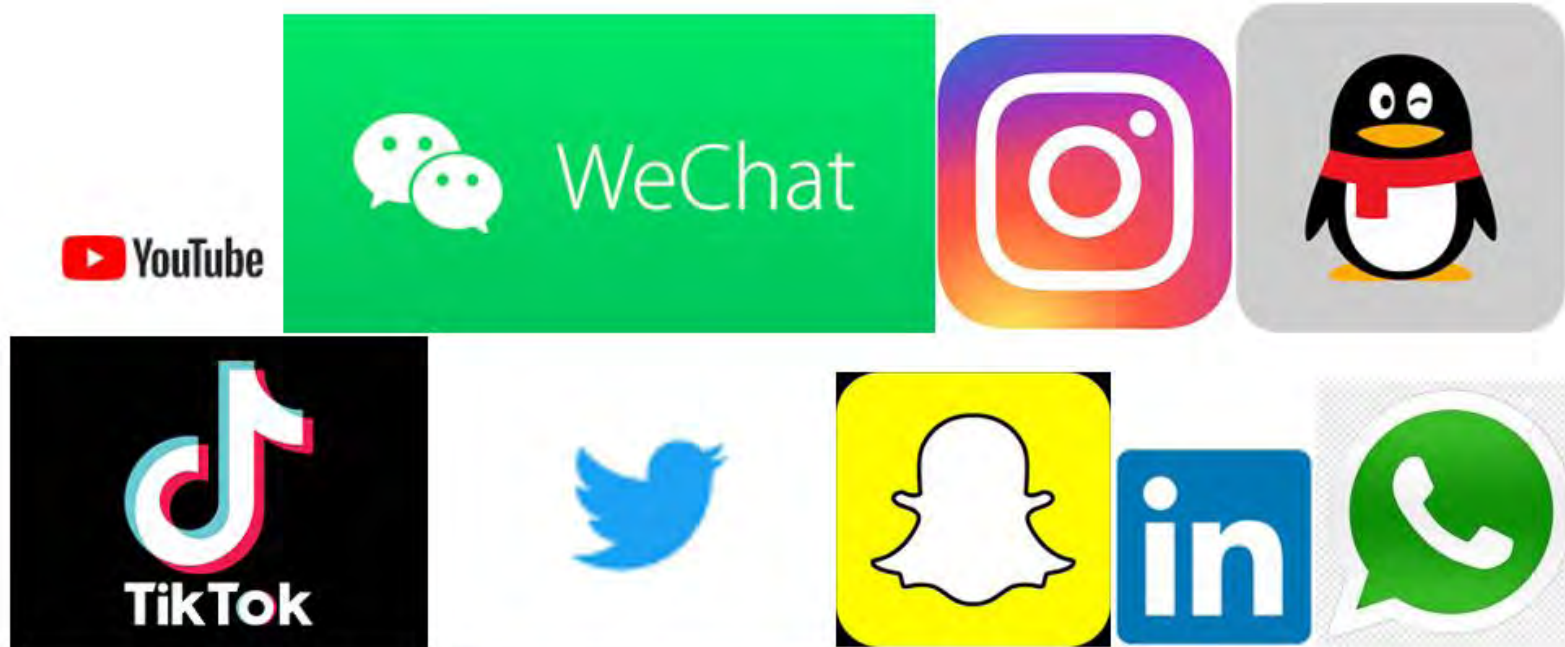
PO RECEIVED TOOLS

- Notify Customer
- Provide Status Update

CLOSED ACTIVITIES

- Request Feedback/Testimonial
- Photos of Product Onsite

SOCIAL MEDIA



facebook

Connect with friends and the world around you on Facebook.

SOCIAL MEDIA AND NETWORKING

- Increased the accessibility and speed of dissemination of information.
- Negative publicity, posts or comments by consumers, competitors and employees
- Does not matter if company is active or not on a given platform.
- Widely disseminated quickly
- Impact immediate and can be long lasting

SOCIAL MEDIA

Strategy

- Hub & Channel Strategy – use for each platform
- Publishing Framework – unified messaging
- Planning and Management – calendar – response guide

Deployment

- Publishing Channel – design for each platform
- Ongoing Publishing – day-to-day content creation
- Campaign Content Creation – content creation with visual design

Evaluation

- Content Organization – analytics - behavior
- Campaign Evaluation – outcomes and impact

CONCLUSIONS

- Opportunities for distribution in Florida
- Attend an industry specific trade show
- Build Social Media and Public Relations Activities
- Select a market representative or salesperson
- Know your price – calculate all elements

RECOMMENDATIONS

Now

- Prepare products, samples and catalogues
- Register online with the stores
- Complete pricing for Florida Market
- Refer to Trade Mission slides on Buyers Requirements
- Define Buyer

Future

- Warehousing
- E-commerce
- Marketing Efforts
- Use e-commerce site to determine where demand for products and future marketing efforts

Trade Shows

Consider:

- Follow trade show schedules & updates
- Pick & Pack Warehousing Options
- Co-packing/consolidating Containers
- Follow the leads promptly



connecting
knowledge
& solutions

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