Export Marketing

Abstract:

In this citation the author has tried to explain his experience of international marketing for the Dyestuff Products in terms of Quality, barriers (internal & External), opportunities, presentation, importance of branding, price war and general tips to overcome the problems.

Introduction:

This article is summed up on the basis of the practical experience of the author for a very unique product first time in the history of Pakistan to other part of the world. This product is actually The Dyestuff which does not sounds so common to our hearing but when we see anything around us we found it present there. Yes, you might have understood that its basically COLOUR/ COLOR without which our fabric has less value, our garment fetch less cost and above all our world is colour less.

I have been involved in this business just after completion of my Textile engineering, from Quality management level to customer support, trouble shooting level and then after all Export Marketing Level.

In 2005, my company M/S Sandal Dyestuff was established in Faisalabad, Pakistan by late Ch Muhammad Ali and family. I joined it in 1999 and involved directly in export marketing in late 2005 with my first visit to Bangladesh Market. I had also been involved in extending the services to other export markets like Sri Lanka, Malysia, Russia, Iran, Italy, Turkey, Spain, Morroco, Egypt. How we entered into these markets with this product, what barriers we faced and still facing, what factors help us in growth, what are the customers needs and wants and how we can fulfill it? How the marketing mix and the product mix were used and adjusted under the new scenario. How product life cycle was studied and changed to get maximum use out of it?

On the basis of our past 16 years export activity in Bangladesh in particular and the rest of the world in general, following points were specially noted.

Dyestuff export from Pakistan is quite a difficult and tough business due to the reason that people in other part of the world assume that Pakistan is not a technically strong so they wonder when they are told about nation’s performance. Even when they are convinced, they have mental barriers and it is very hard to make them realize that Pakistan can do even better than this.

Gradually, the confidence is won and the reference increased.

Ecological requirements, like Oekotex certification, Gots Certification, REACh compliance, and other compliances as and when required by the customers.

It should be kept in mind that although Bangladesh market is situated in Asia but the buyer is located at Europe, USA and other very sensitive markets and have very strong checks regarding input raw materials so we have been facing very strong scanning all the time in terms of quality and ecology.

One important thing is that foreign buyer sitting in Europe and USA also pushes the manufacturer at Bangladesh to use some specific brands like the ones from their area hence creating a biased ness in selection of dyestuff.

The customer in our target market is also not an excellent level of understanding of this particular product so we have to educate him at personal level and sometimes have to solve their technical problems beyond the scope of our product.

The product is sold purely on technical grounds and followed by relationship. No publicity, no marketing mix is desired. However product presentation matters and nobody except packages less than multinationals.

It can never be neglected that our technicians working in Bangladesh market are playing vital role in accommodating the Pakistan origin products like dyes and chemicals.

It is to be noted with great concern that the exporters from Pakistan specially for the products like Dyes and Chemicals have not been given that much support as they supposed to do.

The most important thing to be noted that there is a huge gap for this trade from Pakistan to the countries like Bangladesh.

Government of Pakistan should provide their fullest support at every level like import duty structure, tax free zones, RnD support, export awards without additional cost, rebates and production of raw materials at domestic levels.