MARKET COMPARISON ASSESSMENT

NEW ZEALAND TRADE & ENTERPRISE
Te Taurapa Tūhono

This tool will help identify your best export markets by creating a list ranked by selection factors that you choose.

The market with the highest score offers the best opportunities for your business to grow, according to those factors.

How to use this tool

Follow the steps below to complete this assessment, and discover which markets have the most potential for you.

We have provided an example on p3 to demonstrate a completed assessment. In this example, the business is testing 5 different markets for exporting its luxury raincoats.

1 Choose your markets

Chose up to 5 markets to compare. Consider:

- Any interest or web traffic you've received from a particular country.
- In-market connections.
- Factors that influence demand for your product such as income levels, climate, geography and demographics.

2 Choose market selection factors

Choose up to 5 market selection factors. These can be wide-ranging, from language to disposable income to the weather in your chosen market. Consider:

- Entry barriers such as tariffs, proximity, supply chain lead times and trade agreements.
- Compatible technology, political stability and language.
- Market size, societal trends and in-market competition.
- Which sales channels you will use and how you will reach your customers.

On p4 we have provided a list of resources that will help you in considering these topics.

3 Weight your selection factors

Rate each of your factors from 1 (least important) to 5 (very important).

4 Align with chosen markets

Record how well each market aligns with your selection factors from 1 (low) to 5 (high).

Using the luxury raincoat example, Algeria's dry climate rates it as a 1, while the UK's wet climate makes it a 5.

5 Your score

The tool will generate a score for each of your chosen markets. Markets with the highest scores have the most potential for your business.

Ready to take the next step?

See all our export resources at **myNZTE**, sign up for our free **Export Essentials course**, or discuss next steps with our customer advisor team at **exporthelp@nzte.govt.nz**.

To speak to a customer advisor about next steps, email your completed tool to exporthelp@nzte.govt.nz

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Complete this form using the instructions on p1. Start by listing your chosen markets down the left and selection factors along the top, then weight each factor for importance. Finally, record how closely each market aligns with your selection factors in the main grid.
For more guidance, see the completed example on p3.

	2 **Selection factors**						
	3 **Importance rating**	0	0	0	0	0	
1 **Markets**							5 **Total score**
	Alignment (1-5)	0	0	0	0	0	**0**
	Score 4	**0**	**0**	**0**	**0**	**0**	
	Notes						
	Alignment (1-5)	0	0	0	0	0	**0**
	Score 4	**0**	**0**	**0**	**0**	**0**	
	Notes						
	Alignment (1-5)	0	0	0	0	0	**0**
	Score 4	**0**	**0**	**0**	**0**	**0**	
	Notes						
	Alignment (1-5)	0	0	0	0	0	**0**
	Score 4	**0**	**0**	**0**	**0**	**0**	
	Notes						
	Alignment (1-5)	0	0	0	0	0	**0**
	Score 4	**0**	**0**	**0**	**0**	**0**	
	Notes						

COMPLETED EXAMPLE - LUXURY RAINCOATS

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In this example, a business is testing 5 varied markets for exporting its luxury raincoats. Selection factors include tariffs, disposable incomes and climate. The results show that UK shows the most promise as a new market, followed closely by China.

	(2) Selection factors	Low tariff rates	Rainy climate	Margin	High disp. income	Fast to ship	
	(3) Importance rating	5	5	2	4	3	
(1) Markets							(5) Total score
Australia	**Alignment (1-5)**	4	3	3	5	5	**76**
	Score (4)	**20**	**15**	**6**	**20**	**15**	
	Notes	*5%*	*Moderately rainy*	*High*	*10th on GDP*	*Air freight*	
China	**Alignment (1-5)**	5	4	1	4	5	**78**
	Score (4)	**25**	**20**	**2**	**16**	**15**	
	Notes	*0%*	*Quite rainy*	*Low*	*68th on GDP*	*Air freight*	
Algeria	**Alignment (1-5)**	1	1	2	2	2	**28**
	Score (4)	**5**	**5**	**4**	**8**	**6**	
	Notes	*30%*	*Little rain*	*Low*	*109th on GDP*	*Air freight*	
India	**Alignment (1-5)**	2	5	2	1	3	**52**
	Score (4)	**10**	**25**	**4**	**4**	**9**	
	Notes	*15%*	*Very rainy*	*Low*	*136th on GDP*	*Air freight*	
UK	**Alignment (1-5)**	3	5	5	5	4	**82**
	Score (4)	**15**	**25**	**10**	**20**	**12**	
	Notes	*12%*	*Very rainy*	*High*	*21st on GDP*	*Air freight*	

USEFUL RESOURCES

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Market entry

- **Tariff Finder** is a tool from New Zealand's Ministry of Foreign Affairs and Trade that lets you compare tariff rates and documentation on food and agriculture markets worldwide.
- How to make the most of New Zealand's **Free Trade Agreements**.

Paths to market

- How to choose and manage your **international partners**.
- How to **gauge demand in your chosen markets**.

Export data

- **Download data-rich reports** to help you discover and validate potential markets.
- **Statistics New Zealand's Trade Dashboard** displays data on our exports to international markets.

Market opportunity

- Our **market guides** help you understand potential export markets.
- Use our **competitor analysis mapping tool** to analyse your competitors.
- Use myNZTE's resources library to **choose potential markets**.

Check out all our export resources at **myNZTE**, sign up for our free **Export Essentials course**, or discuss next steps with our customer advisor team at **exporthelp@nzte.govt.nz**.