

EXPORT GUIDANCE CENTRE

TOPIC: SELECTION OF PRODUCT FOR EXPORT

- 1) FACTORS FOR SELECTION OF PRODUCTS FOR EXPORTS.
- 2) EXPORT POTENTIAL PRODUCTS - LIST OF PRODUCTS WITH EXPORT POTENTIAL.
- 3) SELECTIVE APPROACH FOR GETTING SUCCESS IN EXPORT.
- 4) CASE STUDY



TOPIC - SELECTION OF PRODUCT FOR EXPORT

Our nation has abundant and diversified natural resources, a very long sea-shore and pool of highly qualified entrepreneurs. Hence several products and services can be exported from our country.

For product selection we have to consider following

- a. Deep interest in particular product/product range for persistent efforts
- b. You product knowledge
- c. Quality conscious approach
- d. Adequate supply/proper sourcing of product
- e. Export potential

Please identify your product with HS code of 8 digits first two digits refer to chapter, further two digits refer to heading and other four digits refer to sub heading. It is also called BTN classifications BTN means Brussels tariff nomenclature



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A list of export potential product is annexed. Please note that the list is illustrative and not exhaustive as, many products under different range and services keep arriving in market

The product information is available at www.dgftdelhi.nic.in (click on import export data and you can get desired information) and if you want to find out at what price other exporters are selling same product, this information is available on www.eximkev.com

The selection criterion depends upon one's own background, technical and financial capacity etc, to choose export product.

Export potential products

Agricultural/plantation products

| | |
|---|---|
| Cashew kernels | Rice (glazed or polished), basmati (and even non-basmati) |
| Coir and coir products | Sugar, refined |
| Coffee/tea especially in packed and value added form | Oil cakes |
| Cotton, raw | Spices |
| Dhalls | Tobacco (unmanufactured) and its products |
| Fruits & vegetable (Apples, Bananas, Mangoes, Onions, Potatoes) | Wheat & wheat products – cereals |
| Jute, raw | |

Forest items/wood and wood/based product (other than handicrafts)

| | |
|---------------------------------------|-----------------------|
| Basketry | Picture frames |
| Boxes, decorative for jewellery, etc. | Plywood and products |
| Gum & resin | Rosewood and products |
| Herbs | Sandalwood articles |
| Lac | Table tops |
| Lamp shades | |

Marine, poultry and animal Products

| | |
|-----------|-----------------------------|
| Crab | Sardines |
| Eggs | Shrimps and pickles thereof |
| Frog legs | Meat and meat products |
| Mutton | |

Processed foods

| | |
|----------------------|-------------------|
| Bakery products | Pappadam |
| Guar gum | Fruits and juices |
| Curry powder & paste | |



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Hides & skins, leather & its manufactures

Chrome tanned leather

E.L tanned leather

Finished leather, leather manufactures

Footwear

Leather wallet/purses/gloves

Saddlery items

Travelgoods (suit cases, beddings, etc.

Handicrafts, Gem & Jewellery carpets

Agarbatties

Bangles

Brassware

Carpets/ druggets, durries, rugs

Costume (fancy) or imitation jewellery

Fancy items of sandalwood/ rosewood

Picture frames

Precious stones and semi-precious stones

Shawls (fancy)

Toys

Gold / silver jewellery and articles

Sports goods

Balls (all sorts) especially footballs, hockey balls, cricket balls, basketballs

Tennis equipment

Minerals, ores, etc.

Iron ore

Manganese ore

Mica products

Stone, sand and gravel

Chemicals, drugs, pharmaceuticals and allied products, stationary etc.

Agarbatties (also included in the handicrafts group)

Granite

Marble

Belting & hoses

Chemicals (basic)

Chrome pigments

Detergent, synthetic

Enamels & lacquers

Fiction materials

Glass and glass ware- figured & wired glass

Ink (all sorts)

Lacquers & enamels

Office equipment & stationery

Oriental books

Paints & varnishes

Sheet glass (unworked)

Sparklers, fireworks, safety matches

Spirit

Synthetic detergents

Pipes and tubes

Phials & bottles

Porcelain & insulators

Rubber gloves

Sanitary wares

Vacuum flasks & refills

Vegetables oils

White spirit\



EXPORT GUIDANCE CENTRE

Plastics

Bangles & costume jewellery
Conduit pipes & tubes (polyethylene rigid & flexible)
Electrical accessories
Fountain pens, ballpoint pens
Foam leather cloth & sheeting
Gramophone records/ recorded cassettes

HDPE woven sacks
Laminates (phonolic melamine)
Linoleum (felt and jute based)
Moulded & extruded goods
Polylined jute
PVC leather
PVC pipes & fittings
PVC sheeting

Textiles including readymade garments

Beds spreads, chaddars, bedcovers
Fabrics, yarn, thread
Fashion garments of handloom and silk
Home furnishings, made-ups

Hosiery, knit wears, fabrics (cotton, woollen and synthetic)
Linen
Readymade garments (fashion garments)

Engineering goods

Autos like

Cars & jeeps/buses/trucks
Chassis & engines
Auto mopeds/ scooters/ motor cycles

Auto parts like

Brakes & clutch linings
Clutch facings
Cylinders and cylinder liners
Electrical equipment

Fuel injection equipment
Spark plugs
Batteries- dry & storage

Bicycles & parts

Bells
Brake parts
Freewheels
Mudguards

Spokes& nipples
Rims
Valves

Hand tools, small & cutting tools

Chisels & punches
Garden tools
Hammer
Steel files
Twist drills

Screw drivers
Spanners
Wrenches
Pliers
Vices



EXPORT GUIDANCE CENTRE

Industrial fasteners

Bolts & nuts

Nail

Rivets

Screws

Washers

Other Engg. Goods

Capital goods

Industrial/ textile machinery

Iron & steel castings

Machine tools

M.S. pipes, tubes & fittings

Radio & components

Water & sanitary fittings

Wires/ropes

Builder's hardware including lock & padlocks

Diesel engines & parts

Electric accessories & appliances

Electric fans & parts

Electric items (printed circuit boards)

antennas, plugs & sockets, capacitors,

resistors, computer software

Electric wire & cables

EPNS wares

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SUBJECT: SELECTION OF PRODUCT FOR EXPORT, CASE STUDY

In this chapter we have discussed factors relating to selection of products for export and an illustrative list of export products has been provided for your information.

Please note that this list is not exhaustive as many more products are exported on account of technological up gradation.

We are sharing a case study to enable you to understand the procedure and these are the cases where we have interacted with new entrant in export.

The new entrant, after completion of his education, worked for a firm to gain the field experience. He was keen to start his own business and he started his activity in marketing gift/present articles. At that time the corporates used to buy substantial quantities for gift articles to be presented to their clients as well as to their employees as a goodwill gesture in festivals like Diwali, Christmas and New Year. He started visiting purchase Managers personally and display various gift/present articles and was able to book substantial business especially during festival period.

Among the items he was procuring from various sources, one particular item viz leather article like wallets, ladies purses and belts and while interacting with his corporate clients in domestic market, he started receiving enquiries from potential foreign buyers.

He collected samples of these leather articles and developed prototype focusing attention on international quality standards and started sending samples to his respective foreign clients. After some efforts, he received initial orders for export which he executed to their satisfaction and received outstanding patronage from the client and he became successful exporter.

Here he was successful on account of the following important factors:-

- a) Deep interest in the products which he selected for export (selective approach). The deep interest provided him to work persistently to achieve export performance.
- b) He paid attention for achieving and maintaining international quality and provided appropriate packaging material.
- c) He ensured that the supplies from domestic source was adequate to execute export orders.
- d) He maintained shipment schedule of the foreign client and achieved good record from his foreign client.

He above factors will explain to our participants to understand process of product Selection for export.