Export Plan for D.A.P Exports

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**Export Plan for D.A.P Exports**

D.A.P Exports is the business company that exports the parts of the automobile as well as auto-lubricants to various countries. The main objective of D.A.P Exports is to acquire a handsome amount of sales revenue in its first operational year in Jamaica region. Our target is to gain 100 customer based taxi organizations and also to enhance sales modestly in the second year.

**Why This Company Should Export?**

 D.A.P Exports developed a huge customer contact network in Jamaica. It has the experience of 20 years of selling products both in the Caribbean and Latin America. This company has made a contract with the taxi companies of Jamaica region for providing auto lubricants and auto parts on wholesale rates(Software, n.d.). Now taxi companies will either use parts in repairing vehicles or would sell parts to the consumers. Our company will sell auto parts in the region of Jamaica.

Export plan

D.A.P Exports possess a total of 8,000 sq.ft. area in Florida. Our organization keeps the prices in control and also has fast access to related businesses(“DAP terms, easily explained,” n.d.). Our company startup expenses are more focused on repackaging and inventory equipment.

Product/Service for Export

Our company exports transmission parts, electrical parts, engine parts and lubricants.

Operations

Recently, the market is unable to attract competitors. The shops of auto vehicles are not fulfilling the demand for the older car parts(“DAP EXPORTS PRIVATE LIMITED - Company, registration details, products, directors, charges and contact details | Connect2India,” n.d.). Our strategy is to utilize taxi services in the form of a distribution network and targeting the main customer who can acquire segment market share which is ignored currently from the big players.

Personnel and Export Organization

D.A.P sell products developed from older cars

Resources Inside the Company

Our main resources are skilled workers, our products and parts of cars.

Resources Outside the Company

This company outside resources include vendors and contractors

Industry Structure, Competition, and Demand

Through analysis, it is found that in Jamaica there are more than 25,000 vehicles who use taxi services, also this number is growing rapidly. For D.A.P Exports, the target consumers are taxi firms as they do not have any established channel for purchasing the car parts. When the taxi companies buy products directly from D.A.P Exports the cost will be reduced and they will acquire the desired product immediately.

Products/Services to Be Exported

Automobile and auto-lubricants

Background Facts

Our company's marketing strategy is that in the initial months we will provide 15% off on our all products which are more than 1000 dollars. The target customers are auto parts stores and taxi companies.



**References**

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