



NAFTA Value\$™

NAFTA Market Research & Export Strategy Services

One of CBA's MexPacks fixed-price, market research packages

Crossborder Business Associates – a division of Crossborder Group Inc.
We Find Answers: Market Research > Answers > Strategy



Want to increase your exports throughout the NAFTA region? Need basic advice on market opportunities in Mexico, Canada or the U.S.? Trying to develop market strategies for selling your products or services across NAFTA's borders, but need to watch your budget? Let CBA's **NAFTA Value\$™** service packages help you find the answers you need!

Since 1996, Crossborder Business Associates (CBA) has helped dozens of companies like yours to find new crossborder opportunities, avoid costly mistakes, and increase their success in Mexico and the NAFTA region. How? By putting our market research skills, NAFTA expertise, and contacts to work for you! Now, CBA's services include NAFTA Value\$™ -- the industry's only fixed price, NAFTA-oriented market research and strategy packages available!

NAFTA Value\$™ Standard Service Packages

What makes NAFTA Value\$™ special? Our standardized service packages have been *specifically designed to meet the needs of small- and mid-sized companies*. Each package provides clearly defined options, allowing you to choose exactly the amount of market research and strategy consulting you need for your company, your clients, or your trade organization.

NAFTA Value\$ Reports include...	Express	Deluxe	Plus+
target industry/market profile	basic	detailed	detailed
industry trends/competition	basic	detailed	detailed
competitive comparison			basic
importation or legal requirements	basic	basic	detailed
strategic market entry plan			basic
key industry targets	basic	basic	detailed
key industry contacts		basic	detailed
trade show list		basic	detailed
industry advertising targets/contacts			basic
websites/contacts for more info		basic	basic
market introduction services (optional)			basic (optional)
<i>Time needed to complete:</i>	4 weeks	<i>6-8 weeks</i>	<i>8-12 weeks</i>

The table above gives a quick overview of each service level (*Express, Deluxe, or Plus+*), the information provided, and how quickly CBA can typically complete a NAFTA Value\$ report (*some industries make take up to 1-2 weeks longer*). Details about each service package are below:

NAFTA Value\$™ Express gives your company or group a basic market overview. After answering a few questions and authorizing our work, CBA will give you a basic profile of the target industry or market in Mexico, the U.S. or Canada; import and industry trends of similar products/services; an overview of import requirements (tariffs, documents) or regulatory requirements that might apply; and a basic overview of key industry (or geographic) targets. Within 4 weeks, CBA will provide you a 6-8 page assessment that includes all of the above mentioned items, and any other initial background information that we feel may be useful.

NAFTA Value\$™ Express is an excellent first-step for companies that are just beginning to explore crossborder opportunities!

NAFTA Value\$™ Express

Only \$2,900
Only 4 weeks

*6-8 page assessment
basic market/industry profile
basic industry trends
basic import requirements
key industry/geographic targets*

NAFTA Value\$™ Deluxe

Only \$5,500
Only 6-8 weeks

*12-15 page market analysis
interim report at Week 3
more detailed industry info
industry trends/competition
import/legal requirements
key industry contacts
trade shows & web sites*

Need more market details, but want your own staff to develop your market entry strategy? Or, maybe your company is ready for more than a basic market overview? Either way, NAFTA Value\$™ Deluxe is the perfect solution. With more details than our *Express* package, NAFTA Value\$™ Deluxe gives more in-depth market information in a 12-15 page analysis that includes: a detailed industry/market profile; industry trends and competitive factors; basic import requirements (tariffs, documents) or regulatory requirements that might apply; recommended industry/market targets; listing of specific key industry contacts; and listings of relevant trade shows and websites for your own follow-up efforts. All of this in just 6-8 weeks!

NAFTA Value\$™ Deluxe is the perfect balance between budget constraints and your crossborder information needs. Get the insights and contacts to take your business to the next step!

NAFTA Value\$™ Plus+ gives companies a comprehensive market entry plan. In addition to including all of the items covered by the Deluxe package, Plus+ customers get more in-depth information; an analysis of competitors and/or their products; recommendation on best-strategies for entering the market; a small, in-market test of the product/service concept; detailed industry contacts, industry sources, and advertising/marketing targets; and much of the standard information needed to enter the crossborder market.

Plus+ customers also can choose our optional Market Introduction services, where CBA facilitates initial discussions with 2-3 potential buyers in Mexico or the NAFTA region (*the additional cost for this option generally ranges from \$3,000-\$5,000 extra*).

NAFTA Value\$™ Plus+

Only \$12,000*
Only 8-12 weeks

*40-60 page market study
interim report at Week 4
all contents of Deluxe level...PLUS:
competitive comparison
recommended market entry strategy
in-market test evaluation
...and more (see description at left)*

** May vary slightly by industry/region.
Optional market intro. services add \$3,000-
5,000 more.*

Why choose NAFTA Value\$™ over other alternatives?

- CBA provides higher quality analysis, and stands behind its research;
- We focus on providing practical, up-to-date information;
- You'll receive professional insights, without hiring employees;
- Unlike some less-expensive options (trade offices, colleges, etc.), your report isn't being written by students or interns; and
- CBA's staff is bilingual, binational, and experienced.

*Questions about NAFTA Value\$™, or our other crossborder consulting services?
Email or call us today, and CBA can help you find out how many potential
customers, competitors or opportunities are just across the border!*

NAFTA Value\$ reports are provided in electronic formats (Word, PDF/Acrobat, Excel, etc.); Deluxe and Plus+ customers also receive two hard-bound copies of written reports. For more complex or larger projects, CBA can provide your company with a customized proposal to best fit your needs.