

PLACE FOR
LOGO

EXPORT MARKETING PLANNING TEMPLATE

for Agriculture

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SHORT EXPORT PROFILE

- The main export products are dried fruits, legumes, nuts, and seeds.
- Market value: natural, organic, seasonal.
- Barriers: packaging, quality stability, certification, brand awareness.

PROMISING MARKETS

Market	Features
Germany	High demand for organic products, strict regulations
UAE	Natural products in demand, Halal
Kazakhstan	Simplified export, clear logistics

UNIQUE TRADE OFFERS (USPS)



100% natural origin
(eco-friendly areas)



Possibility of delivery without
preservatives



Support for local farmers



Organic Certification / Halal

TARGET AUDIENCE

- **B2B:** distributors, retail chains, hotels, processors
- **B2C (in the case of D2C):** Online buyers through marketplaces
- **Private Label:** companies that purchase bottled water under their own brand

RECOMMENDED PROMOTION CHANNELS



Online:

B2B platforms (Alibaba, Tradekey), website, LinkedIn



Offline:

exhibitions (Gulfood, SIAL, Prodeppo), TPO missions



Advertisement:

Google Ads (for "organic dried fruits supplier"), Instagram (visual content)

EXAMPLES OF MESSAGES



"Straight from the farm to your warehouse: natural drying products from Kyrgyzstan"



"Organic harvest without compromise"



"A product with a history: from the farmer to European packaging"

MARKETING MINI-PLAN FOR 6 MONTHS

Month	Activity
1	Site update, English-language pages
2	LinkedIn campaign for B2B contact search
3	Participation in an online exhibition, sending samples
4	Contextual advertising on Google, social media posts
5	Preparing email newsletters to distributors
6	Feedback, campaign analysis, adjustment

BUDGET GUIDELINE

300\$

Transfers and website

500\$

Samples + Shipping

600\$

Online Advertising
(Google Ads)

1000\$

Participation in the
exhibition (online)

150\$

CRM + mailing lists



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