

PLACE FOR
LOGO

EXPORT MARKETING PLANNING TEMPLATE

for Clothing



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BRIEF EXPORT PROFILE OF THE INDUSTRY

Light industry in Kyrgyzstan has a high export potential due to the flexibility of production, low costs, and skilled labor. Our products are mainly presented in the segments of casual, sports, women's and children's clothing. The main challenges are weak brand awareness, the need to meet EU standards, and lack of marketing skills.

PROMISING MARKETS

Market

features of the market

Russia

Geographical and cultural proximity, focus on price and volume

Kazakhstan

Geographical and cultural proximity, focus on price and volume

Germany / Poland

xValue ethical production, certificates, brand storytelling

TARGET AUDIENCE

- **B2B:** buyers, distributors, showrooms, local brands (Private Label)
- **B2C:** Retail buyers through marketplaces (Wildberries, Etsy, Amazon)
- **Fashion retail:** small chains and boutiques in Eastern and Central Europe

UNIQUE TRADE OFFERS (USPS)

Women's and sports collections with an up-to-date silhouette

Flexible production (small batches, customization)

Possibility of contract production (Private Label)

Combining fashion trends and affordable prices

Eco-friendly fabrics and sustainable design elements



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RECOMMENDED PROMOTION CHANNELS



Online:

Instagram / Pinterest (visual positioning)
Showcase on marketplaces: Etsy, Amazon, Wildberries
LinkedIn and email marketing for working with buyers
Fashion blogs and collaborations with micro-influencers



Offline:

Exhibitions: CPM Moscow, Who's Next (France), Fashion Week Warsaw
Industry meetings, pop-up screenings, showrooms in the CIS and EU countries

EXAMPLES OF MESSAGES



"Collections inspired by the
rhythm of real life-created in
Kyrgyzstan"



"Clothes you want to wear every
day: style, availability, local
production"



"Your brand is our production.
Creating a turnkey Private
Label"

Month	Action
1	Photo / video content of new collections, English-language Lookbook
2	Launch of Instagram and Pinterest, selection of opinion leaders
3	Submission of applications for participation in online platforms / marketplaces
4	Participation in CPM Moscow / Fashion Trade Mission
5	Conducting a webinar for buyers, launching an email campaign
6	Analysis of traffic, conversions, preparation of an adapted line under demand

ESTIMATED MARKETING BUDGET

400\$

Photo and video
shooting

200\$

v

300\$

Paid participation in the
platform (Etsy, Amazon,
etc.)

600\$

Advertising and
collaboration with micro-
influencers

1000\$

Participation in an offline
exhibition or showroom

800\$

Targeted advertising and
promotion

If you plan to bring your products to a premium or sustainable segment, you can supplement the template with data on certification (for example, OEKO-TEX), packaging, and supply chain traceability.



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