

“INTELLIGENCE INSIDE REPORTS”

NEW SERVICE TO SMES



SUMMARY

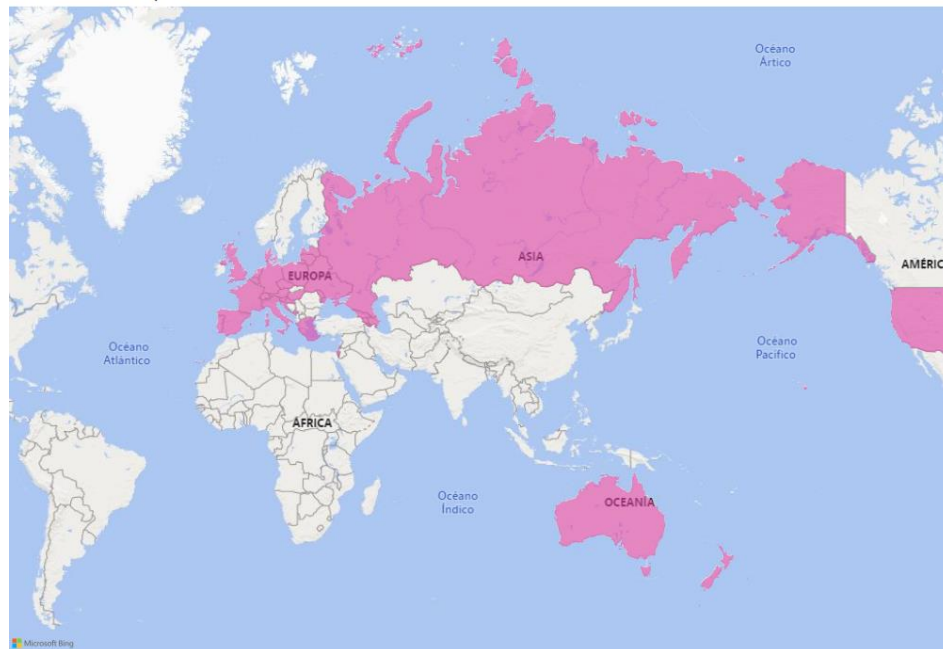
Times have changed and artificial intelligence has become a key element for many sectors. Thanks to the project “MANAGING THE WINE LABELING STANDARDS FOR AN INTERNATIONAL MARKETING STRATEGY” it has developed a new tool for monitoring competitors, clients and markets.

These are competitive intelligence reports that trace import movements, allowing each company to identify the key movements in their wine sector: where their competitors sell, who they sell to, what brands and products they sell in Ukraine, who the importing companies of their product are, how the market is evolving or which market niche is growing the most. All of this through control panels that allow visual and interactive consultation of the data, facilitating access to and interpretation of the information.

OBJECTIVES

- Identify **buyers** and **competitors** for the Spanish wineries in the Ukrainian market.
- By accessing all the information available in **import declarations** presented every day at Ukrainian Customs.
- Have a **report** that allows a ranking of the main importers by annual cumulative value or weight.
- Be able to analyse one by one all the **transactions** carried out by importers and competitors.
- Identify and study **trade relationships** of import companies in Ukraine and know from whom your competitors' buy or to whom they supply wine.
- Easily compare **price** of wine which companies import from Ukraine from historical data and current information.

IMPORT VALUE FOB por COUNTRY OF ORIGIN





OPERATIONAL

COMPANY

PRIORITIES

- Increase customer satisfaction by 2%
- Maintain growth



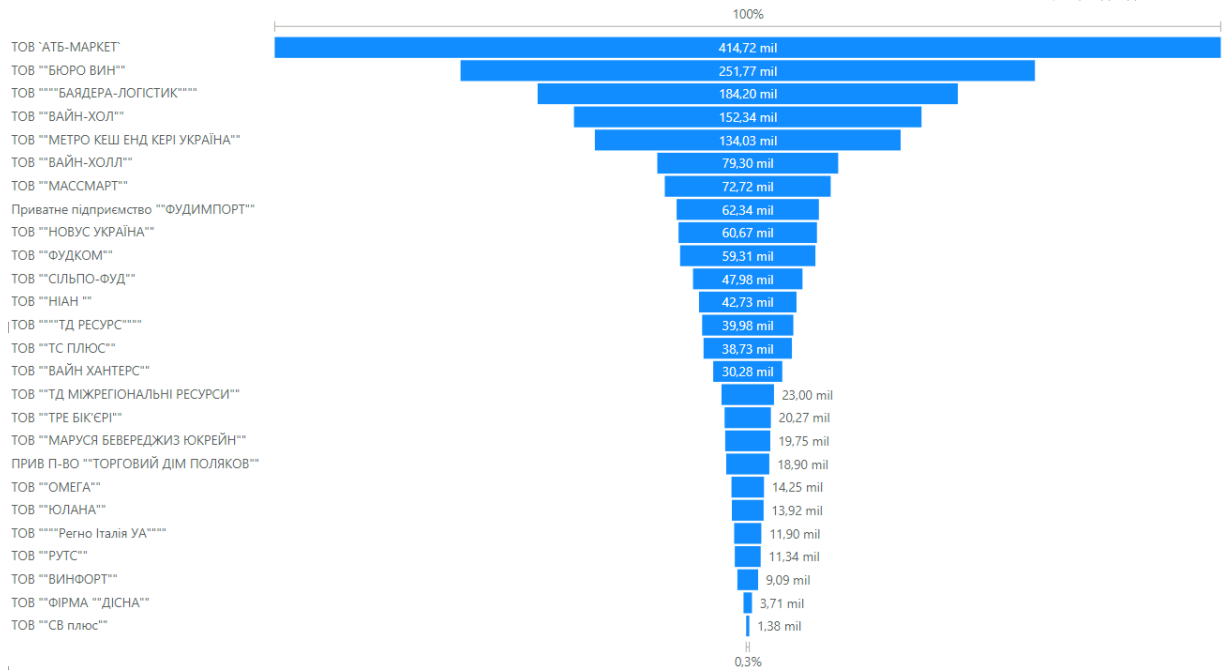
ADDED PRIORITIES

- Improve presence in international markets
- Ensure that the prices at which the winery works are competitive in the Ukrainian market.

- We will provide to the spanish SMEs with reports **with up-to-date** information and historical information from import Ukrainen customs declarations upon request by the companies.
- The information fields that can be included in the reports and by which information can **be filtered** include: date, HS code, HS code description, importer name, importer address, city state, e-mail, web exporter, name exporter, address, country of origin, import value, FOB import value, currency, net weight, net weight unit, gross weight, gross weight unit, quantity, quantity unit, product details, incoterms, place of delivery, brand name, manufacturing company, port of arrival, port of departure, notify party, notify address, shipper country and container count.
- These reports allow the data to be analysed quickly and correctly and update the data on a quarterly basis. We advises companies on the data obtained for a correct identification and interpretation of the information. Thus, Spanish wine companies can get to know their competitors better, identifying their main market niches in Ukraine, their importers and the best-selling products in each market in recent years, but the tool also allows them to find out about new competitors through the analysis of a product's foreign trade.
- We also find the **main wine importers** in Ukraine, finding out how much and from whom they buy, thus locating potential customers.

SOME EXAMPLES OF REPORTS

GROSS WEIGHT y IMPORT VALUE FOB por IMPORTER NAME



GROSS WEIGHT por COUNTRY OF ORIGIN

