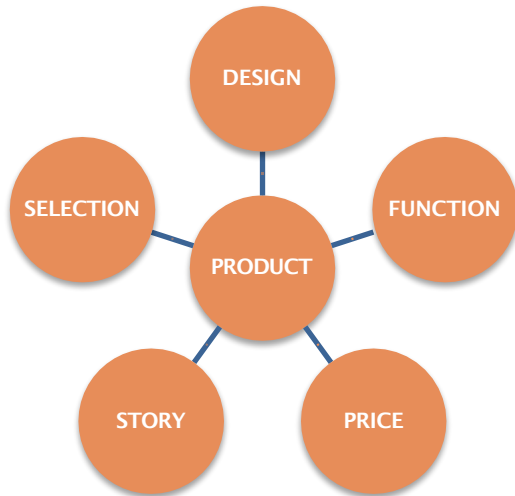




# Export Collection: Components, Line & Collection

**Standard** = An artisan enterprise has a catalogue that presents its export product collection and export terms, and a website describing the enterprise; and social media accounts or other sales tools as appropriate based on target customers.



## **Standard:**

An artisan enterprise has a clearly defined export collection that meets the expectations of their target customer.

## **Components of a Sellable Product**

Understand what makes your product sellable. Use these components to expand product lines by offering variety and selection.

**Design:** The aesthetic of a product. This is one of the first components that attracts a customer to a product. “Do I like it?” Design consists of color, pattern, texture, motifs, shape and size.

**Price:** This one of the most important components of a product and determining whether a customer will order/purchase the product. Price consideration is both “Can I afford it?” and also “Is it worth the price?” or “Is it competitive in terms of other comparable products”. Price is compared against quality and design. See Market Pyramid.

**Function:** How will the product be used? Does it fit a lifestyle need of the end-consumer? Products with a specific function have a higher perceived value than decorative products. See Product Categories.

**Selection:** Is there enough selection in the product collection to convince a customer to order/purchase? Customers like to see a variety of options in order to select the ones best for their business or themselves. See Product Line & Product Collection definitions.

**Story:** What is the story of the product and how is it told? Story can include how it is made, who makes it, the social or environmental impact, or the core values of the brand. Story can be told on label, hangtag, product packaging or through social media or online platforms.

## **Product Lines & Product Collection**

Export product collections are structured by creating distinct product lines and product collections.

**Product line:** A selection of 5-20 styles of one type of product with a variety of elements, such as color, pattern, size, texture, material, price.

**Product collection:** 2 or more product lines with complimentary functions, usually within a single product category.

\*\* A company can have 1 or more collections.



# Export Collection: Branded, Private Label & Collections for Target Customers

## Branded Collection vs Private Label & Custom Design

It is important to determine if you want to sell a branded collection of your own exclusive designs or a private label & custom design collection to produce products that are sold under your customer's brand.

### Branded Collection:

- your exclusive designs
- labeled with your name
- packaged with your branding

### Private Label & Custom Design:

- products you make are sold under your customer's brand
- you design products together with your customer or you produce their designs
- designs are exclusive to your customer

## Activity

**1** Do you want to sell your own brand of products or do you want to produce custom designs for other brands?

**2** How many product collections and product lines do you currently offer? How many total items in your collection?

### Different Types of Export Collections:

The size and variety of export collections will vary based on target customer

#### Collection for the End Consumer:

Nice selection of branded products.

**Example:** 1 collection with branded labeling, hangtags and packaging; 3-5+ product lines with 5-7 items each line. (25+ SKUs)

#### Collection for Small Retail Stores:

Extensive selection of branded products.

**Example:** 1-2 collections with branded labeling and hangtags; 3-5+ product lines in each collection; 10-15+ items in each line. (50+ SKUs)

#### Collection for Large Retail Store or Wholesaler:

A selection of products that can be modified to create an exclusive, custom design and that showcases range of design, techniques, materials, motifs.

**Example:** 2-3 collections; 3-5+ product lines in each collection; 3-5 items in each line. (35+ SKUs)

*\*\* Creating a collection is an art, not a science. There are no specific rules or formulas. The above are just guidelines.*



# Export Collection: Product Lifecycle

**Standard** = An enterprise has a product development plan to continually create new designs and product offers.

All products have a **LIFE CYCLE**. The length of each stage and the total length of the lifespan will differ but all products go through a cycle.

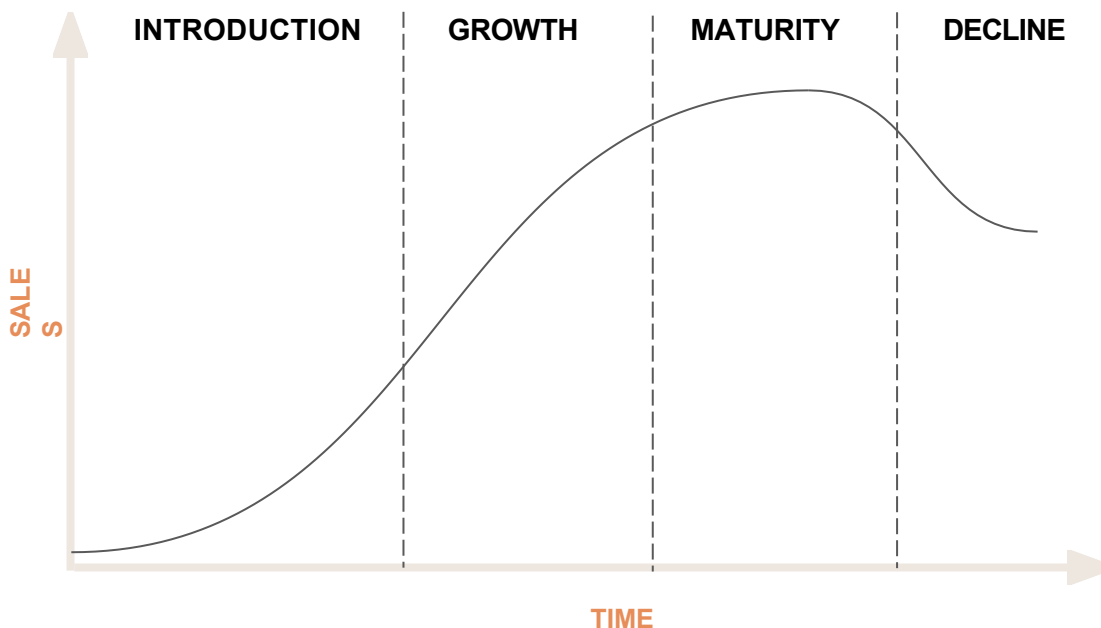
**Introduction:** New product introduced into the market.

**Growth:** Sales increase gradually.

**Maturity:** Sales plateau and growth slows down.

**Decline:** Sales decline.

## The Product Lifecycle Model





# Export Collection: Product Development Plan

## Product Development Plan:

Export companies must have a product development plan to ensure a continual pipeline of new products to introduce.

### Three steps to create a product development plan:

1. Outline all steps of product development for your company
2. Identify who is responsible for each step in the process
3. Assign a date when each step will be completed.

EXAMPLE: Product Development Plan			
		Date	Date
Process:	Leader	2021 Fall/Holiday	2022 Spring/Summer
Market Research	Jose	June 1, 2021	October 1, 2021
Define Goals	Jose	June 1, 2021	October 1, 2021
Look for Inspiration	Maria	June - July 1, 2021	November 1, 2021
Create Concept Boards	Maria	July 15, 2021	December 1, 2021
Develop Prototype	Maria	July 15 - Aug 1, 2021	December 1-15, 2021
Seek Input	Jose	August 1-15, 2021	January 1-15, 2022
Analyze Production & Pricing	Jose	August 15, 2021	January 15, 2022
Finalize New Product	Maria	September 1, 2021	February 1, 2022

## Activity



Complete the following template with your production plan for your average or minimum export order. How long does it take to fulfill an average or minimum export order?

Product Development Plan			
Process	Leader	Date: Season 1	Date: Season 2