



Cost of Entering the Market

There are many costs associated with entering a foreign market. Make sure you are aware of these costs, and you may want to discuss some of them with your buyers. Some of these costs can include:

- Market visits (*including travel, per diem, tradeshow participation if attending, interpreters, etc.*)
- Brochures/fact sheets (*including photography, design, measurement revisions and printing*)
- Product analysis
- Reformulation – if needed
- Product registration fees (*if applicable*)
- Packaging design and labelling (*may include translations, metric/imperial conversions*)
- Modifying cartons/display materials
- Retaining a broker or agent (*fees/commissions*)
- Freight
- Local freight (*in-market, some retailers deduct a delivery fee for store-to-store delivery*)
- Public warehousing
- Introductory allowance
- Store promotional flyers (*including photography, design, and printing*)
- In-store demonstrations
- Accounts receivable insurance
- Import duties
- Inspection fees

For, product reformulation, product development specialists and sophisticated laboratory developmental facilities are available at the Food Processing Development Centre in Leduc.

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