IndiAndes

SAMPLE FORMAT

MARKET ENTRY

Market entry snapshot

This is a format sample. Every company, price, date and finding below is invented to show how the deliverable is structured. It does not describe a real supplier, project or client.

PREPARED FOR	REFERENCE	ISSUED	PREPARED BY
Sample Exporter Pvt. Ltd.	IA-ME-0000	04 February 2026	IndiAndes — Santiago

What we were asked

Client	Indian manufacturer, hospitality textiles	Objective	First sales in Chile within twelve months
Category	Hotel bed and bath linen	Current markets	Middle East, United Kingdom
Capacity available	Approx. 30% of two lines	Question asked	Is Chile worth entering, and through which channel

How the market is structured

Chile is small, concentrated and open. That combination cuts both ways: reaching the buyers is unusually easy, and there are fewer of them than an exporter used to larger markets expects.

- Hotel purchasing concentrates in a small number of national groups and a long tail of independents
- Most independents buy through distributors rather than importing directly
- Import duty is low or zero under existing preferential arrangements, so landed cost is driven by freight
- Buyers expect stock availability in country — not a 45-day lead time from Asia
- Purchasing decisions sit with operations, not procurement, in most independent hotels

Reference pricing observed

CHANNEL	TYPICAL LANDED	TYPICAL SELL	IMPLIED MARGIN
Direct to hotel group	US$9.10	US$14.50	~37%
Through distributor	US$9.10	US$19.80	~54% across two steps

CHANNEL	TYPICAL LANDED	TYPICAL SELL	IMPLIED MARGIN
Retail equivalent	—	US$28.00	Not comparable

> Prices are observed from published tenders and distributor lists in the sample period. They indicate order of magnitude, not a quotation.

Entry routes considered

MAJOR

Direct to national hotel groups

Highest margin and the strongest reference if won. Long tender cycles, and most groups require in-country stock or a local guarantor.

Verdict: Right target for month six onward, not for a first sale.

MINOR

Through an established distributor

Fastest route to a first order. Lower margin, and the distributor owns the relationship rather than you.

Verdict: Recommended entry route. Start here.

MINOR

Own entity and warehouse

Full control and local stock. Requires incorporation, working capital and a person on the ground.

Verdict: Premature until volume justifies it.

Recommended sequence

- Month 1 – 2: adapt commercial material to Spanish and to local sizing conventions
- Month 2 – 4: approach the eight distributors identified in the target list, in Spanish
- Month 3 – 5: place sample stock with the two most responsive distributors
- Month 5 – 8: use the first distributor reference to approach national hotel groups directly
- Month 9 – 12: review whether volume justifies holding stock in country

> This is a market read and a plan of action. It is not a forecast, and it does not guarantee orders, market access or distributor appointment.