

Table 1 Training Agenda

<b>TRAINING AGENDA</b>	
<b>Class 1</b>	<b>Aim and importance of market research and defining of research plan</b> Stefan Dragutinovic
<b>Class 2</b>	<b>Analysis of basic market characteristics</b> Marko Miljkovic
<b>COFFEE BREAK</b>	
<b>Class 3</b>	<b>Supply and demand analysis</b> Stefan Dragutinovic
<b>Class 4</b>	<b>Analysis of import procedures and requested product characteristics</b> Marko Miljkovic
<b>LUNCH BREAK</b>	
<b>Class 5</b>	<b>Identification of potential business partners</b> Stefan Dragutinovic
<b>Class 6</b>	<b>Case study &amp; Questions and answers</b> Marko Miljkovic

### **Class 1 Aim and importance of market research and defining of research plan**

- ❖ Place and importance of market research
- ❖ Relation of market research to decision making
- ❖ Types of market research
- ❖ Defining of research plan – overview of available resources, selection of target markets, schedule of research activities

### **Class 2 Basic market characteristics**

- ❖ Geographical position, political and economic environment, culture and specific habits
- ❖ Population size and structure, share of target population groups in total population and territorial distribution of target population groups
- ❖ Purchasing power of population by regions
- ❖ Identification of the most attractive areas by basic market characteristics

### **Class 3 Supply and demand analysis**

- ❖ Domestic production, area harvested and yields, estimations for upcoming period
- ❖ Value and quantities of imports and exports
- ❖ Structure of imports by countries and by monthly periods
- ❖ Identification of monthly periods with highest potential for imports of products from Serbia
- ❖ Wholesale import prices and trends
- ❖ Identification of monthly periods with highest potential for reaching maximum price level

### **Class 4 Import procedures and requested product characteristics**

- ❖ Import procedures and requested documentation
- ❖ Tariffs and taxes
- ❖ Requested quality and safety standards of products
- ❖ Packaging and labeling standards
- ❖ Overview of authorized institution and relevant contacts

### **Class 5 Identification of potential business partners**

- ❖ Data bases and research tools for identification of potential business partners
- ❖ Primary market research tools – surveys and questionnaires and direct contacts of potential business partners

### **Class 6 Case study & Questions and Answers**

- ❖ Presentation of comprehensive case study – research of EU fresh raspberries market