

Baked With Love

# Overcoming the Barriers



## BARRIERS

## EXAMPLE

## SOLUTION



### Red tape

Trade documents are arduous and cumbersome. Each country has its own standard requirements to be adhered.

Consistent consultations with embassies and government agencies.



### Business culture

Packaging and labelling requirements are different in terms of pack-size, images, colour and language from country to country an even in different regions within a country.

Understand the culture of the countries to ensure PFM products are acceptable around the world.



### Communication

Syndicates scout the supermarket to scrutinise imported products for minor errors.

Thoroughly revised the packaging and labelling before exporting.



### Distance, time and reliable partners

Reliable partners are needed overseas as they are required to oversee Julie's product in their market.

Partnering with reputable partners that have been in the industry for years.



### Infrastructure

Storage facilities, warehouses and unexpected weather condition.

Overseas agents are to check the facilities regularly to avoid damaged products and unnecessary losses.



### Foreign exchange

Fluctuation in the foreign exchange rate.

Profits derived from trading in a country that has a weaker currency compared to the Ringgit, is channelled to its distributing agent in that country.



### Counterfeit products

Fake Julie's products began to surface in the market in some countries.

Worked closely with agents and engaged lawyers to protect PFM's intellectual property rights.