Stratalyze

Product Fact Sheet

Product Description

Grow My Exports identifies the top 20 most attractive export opportunities for each tariff code in the tariff book. Attractiveness is determined by the volumes and the trend of this volume, pricing attractiveness and ease of access into markets (which includes duties to be paid in the importing country, proximity in distance between importer and exporter as well as country risk.

The top 20 opportunities are presented in an attractiveness matrix so that you can see the relative attraction of each export market. You can also view the opportunities on a map to get a sense of the geographic disbursement. While the focus is on the top 20 opportunities, the data for all the other export countries is also available to you.

Grow My Exports can be used by exporters anywhere in the world. By selecting your country of origin, you are selecting the country you will be exporting from.

Product Overview

Key Features	
Most attractive markets	Identify the top 20 most attractive market opportunities for your product
Price comparisons	See what prices other countries are exporting to your targeted destination at
Bilateral view	See which countries are importing your products as well as which competitive countries are exporting those products
Tariff Book	All tariff codes (6-digit level) fully online and linked to detailed trade activity
Tariff codes	Full description for each tariff code and their respective duties. You can search via a specific tariff code or a keyword which will return all matching options
All countries	Import and export data is available for every country in the world
Trends and patterns	Identify and expose trade trends and behaviour patterns for any country around the globe
Visualisation	Complex data turned into easy-to-read graphs, matrices and maps
Online	Always available 24/7
Flexibility	Compatible with mobile, tablet, laptop or desktop
Ease of Use	Simple, intuitive filters to make navigation easy, fast and efficient to make the experience satisfying

Stratalyze

The Data	
Downloads	Download granular data to an MS Excel spreadsheet
Multiple sources	Data sourced globally, from multiple reputable sources to offer a wide range of insight
Recency of data	Data is updated annually, with data for the most recent 4 years being used for all analysis
POPIA compliant	All Stratalyze's products are designed to make sure that they strictly enforce all POPIA requirements

Ease of Ownership	
No implementation	No installation, so instant access for all
Contract based	Subscription model so you can pull out at term end
Scaled usership	Add new users as and when required
ZAR Pricing	Our products are priced in ZAR so there are no price fluctuations based on exchange rate movements

Other Stratalyze products

Product	Description
TradeStats	Comprehensive import and export data on all tariff codes
STAIRway for Traders	Detailed comparative data between your trade and the rest of the market
Grow My Exports	Identify the best export opportunities for your products
DutyTriggers	Have full confidence in knowing when sugar duties will be triggered – up or down