



**ARTEX VENTURES  
PRIVATE LIMITED**

**INTERNATIONAL  
TRADE AGENCY**

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**MARKETING SEARCHING  
OF INDIAN SUPPLIER**

**COFFEE BEANS  
Arabica AA**

Report Preparation Date:



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# ABOUT US



**Artex Ventures Ltd** is a Consulting company, specializes in the organization of foreign trade and export-import operations between India and EU, Ukraine, Russia. Our web site:

[www.marketindia24.com](http://www.marketindia24.com)

Thanks to our experience and international presence, We offer to our customers:

- only proven manufacturers from Southeast Asia;
  - saving time and money;
  - the possibility of favourable delivery terms;
  - timely delivery of the goods;
  - Best deal in the market.
  - Support in all the path with documentations and physical presences all over the world.
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# Marketing Research Methodology



<b>Subject of marketing research</b>	Coffee Beans
<b>The purpose of marketing research</b>	Study of the market of suppliers of Coffee Beans in India and providing the customer with complete and reliable information about the suppliers of this product
<b>Algorithm of marketing research:</b>	<ul style="list-style-type: none"><li>• analysis of the customer's application;</li><li>• conducting a general review of the India market segment for the production of these products;</li><li>• drawing up a sample of three manufacturers in this segment; Comparison of manufacturers within the sample according to certain specified parameters;</li><li>• systematization of the results;</li><li>• the formation of the findings of marketing research;</li><li>• design of the report;</li><li>• providing a report to the customer.</li></ul>
<b>Regions of the marketing research</b>	On the territory of the following India regions: The whole territory



# Request from the Buyer



You have received an Enquiry from Shabbir

I am interested in Coffee Beans

Sort. Arabica AA

Quantity : 10000 Kilo per month

Packaging Type : Pillow Bag

Packaging Size : 25 Kilo in buck

Why do you need this : For Reselling

Approximate Order Value : 5 to 10 Lakh USD

Delivery: Russia

Port: St. Petersburg

Container: 20 Ton

Certification: required

Payment: Prepaid

# Study Case: Arabica AA

## Analyse the Request

- Before starts any research, it is very important to understand the request and collect all the missing information.

## Contact & Filter Suppliers

- After understanding the demand, our stuff start get in touch with a large number of potential suppliers, in this case 23 were contacted.
- After a beginner approach of selection base on the potential buyer's requirement, our stuff proceed in the verifications of the information provide by the suppliers.

## Verification information

- In India market one of the main problems is to verify the information, but thanks to our experiences, we could finally provide a quality list of potential suppliers.



# Marketing Research Methods



## **STEPS:**

- Overview of a given market segment;
- Analysis of the market segment and the definition of manufacturers;
- Primary control of selected manufacturers;
- Price analysis.

## **INFORMATION SOURCES**

To make a marketing researched the mains sources we use are:

- Information received from government agencies, chambers of commerce, industry associations of India;
  - Information collected in India (participation in exhibitions, direct contacts with manufacturers, specialized websites, etc.);
  - Own, constantly updated, information base of Indian suppliers.
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# Suppliers details:



NO.	NAME OF THE SUPPLIER	ADDRESS	CONTACT PERSON		CONTACT INFORMATION	LANGUAGE
1	SKY VEDA ORGANIC GREEN COFFEE (SKY GROUP)	WZ-1, 3rd Floor, Ganesh Nagar, Tilak Nagar New Delhi-110018, India	Khrishan Madhan	Website:	www.skygreencoffee.com	Hindi English
				Email	info@skyatta.com	
				Phone	9871722111	
2	SLN Coffee	SLN Corporate Office PB. NO. 47, KIADB Industrial Area. Kudlur, Kushalnagar Kodagu Dt. Karnataka. India – 571234	Siddharth Sikaria	Website:	www.slncoffee.com/	Hindi English
				Email	info@slncoffee.com	
				Phone	98309 37454	
3	Sussegado Coffee India Pvt. Ltd.	429/1, Perxette Wado, Guirim, Goa 403501	Devika Dutt	Website:	<a href="http://www.sussegadocoffee.com">www.sussegadocoffee.com</a>	English
				Email	devika@sussegadocoffee.com	
				Phone	9011379804	



# Comparative characteristic of suppliers

NO	NAME OF THE SUPPLIER	YEAR OF FOUNDATION	TYPE OF SUPPLIER	CERTIFICATE	PAYMENT METHOD	EXPORT CERTIFICATE	SHIPMENT CONDITIONS
1	SKY VEDA ORGANIC GREEN COFFEE (SKY GROUP)	2007	Manufacturer	Yes	Prepaid	Yes	FOB CIF
2	SLN Coffee	1955	Manufacturer	Yes	Prepaid	Yes	FOB
3	Sussegado Coffee India Pvt. Ltd.	2011	Manufacturer	Yes	Prepaid	yes	FOB



# Detailed information of the suppliers



## SUPPLIER 1

Sky Group has performed very well in Real Estate & FMCG sectors. Sky Group, After completion of "Sky Shuddh Chakki Fresh Atta" in FMCG. We are glad to launch our new product "*SKYVEDA ORGANIC GREEN COFFEE*".

*Sky Veda Organic Green Coffee* is the latest product to be introduced by Sky Group to help people lose weight & promote an overall healthy living in the society. And we are engaged in providing an optimum quality array of *Sky Veda Organic Green Coffee Powder*.

<b>LEGAL NAME</b>	<i>SKYVEDA ORGANIC GREEN COFFEE</i>
<b>LEGAL ADRESS</b>	WZ-1, 3rd Floor, Ganesh Nagar, Tikal Nagar New Delhi-110018, India
<b>MARKET</b>	India and Europe
<b>TOTAL SALE</b>	20000 ton per year
<b>RANGE</b>	Green Coffee, Coffee Beans and Instant Coffee



# Detailed information of suppliers



## SUPPLIER 2

The story of the SLN Group is a legacy of entrepreneurship that set forth 60 years ago. SLN Group sprouted with the purchase of coffee plantation from the Rajah of Chettinad. In the year 1997; the group diversified into the trading of green coffee beans. Over the years SLN Coffee grew to be a formidable name in the space of green coffee trading and this division grew to be the mainstay of the group.

<b>LEGAL NAME</b>	SLN Group
<b>LEGAL ADDRESS</b>	PB. NO. 47, KIADB Industrial Area. Kudlur, Kushalnagar Kodagu Dt. Karnataka. India – 571234
<b>MARKET</b>	India and South Asia
<b>TOTAL SALE</b>	80000 ton per year
<b>RANGE</b>	Green Coffee, Coffee Beans and Instant Coffee

# Detailed information of suppliers



## SUPPLIER 3

Mrs. Devika Dutt, MD of Sussegado Coffee India Pvt. Ltd. and an avid coffee consumer, has an amazing story about coffee. Devika and her husband opted to move to Goa and open a small café where they would freshly roast coffee. Fast forward to August 2017, the couple lives in Goa, not retired. They are busier than ever, and the small café became the DEVI Coffee brand, the fastest growing premium Indian coffee brand.

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<b>LEGAL NAME</b>	Sussegado Coffee India Pvt. Ltd.
<b>LEGAL ADDRESS</b>	429/1, Perxette Wado, Guirim, Goa 403501
<b>MARKET</b>	India, Europe, USA
<b>TOTAL SALE</b>	10000 ton per year
<b>RANGE</b>	Green Coffee, Coffee Beans and Instant Coffee

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# PRICE



SUPPLIER	PRODUCT	MIN ORDER	PRICE (\$ / Ton) CIF	PRICE (\$ / Ton) FOB	PAYMENT TERMS
SKY VEDA	Arabica AA	1000 kg	3710 CIF: New Delhi	3710 FOB: New Delhi	100% Prepaid
SLN Coffee	Arabica AA	500 kg	-	3640 FOB: Mangalore	30% Deposit 70% Balance
SUSSEGADO	Arabica AA	500 kg	3740 CIF: Mumbai Nhava Sheva	3620 FOB: Panjim	100% Prepaid

# CONCLUSION:

## Comments regarding our Marketing Research:

As a result of the marketing research conducted by our company, we analysed 3 suppliers of coffee beans. The main criteria for choosing suppliers for us were:

- ✓ Supplier's openness in communication with our managers (adequate service from managers). Unfortunately, the level of customer service at the corporate level in India leaves much to be desired. The companies listed in our study succeeded in this direction, the managers worked clearly, quickly and provided all the information we requested at the first request.
- ✓ Quality Product. All suppliers present high quality test control performance. The company are new to international market, but they offer a extraordinary potential due to their products.
- ✓ Transparent Legal documentation. All companies listed in the marketing research were checked by our experts for legal transparency. All companies are operating enterprises with a valid business license.
- ✓ Experience in Export Business and partners in Coffee Association (quality standards)

# CONCLUSION:

## Comments regarding our Marketing Research:

All suppliers prepared a commercial offer based on the list of products provided by the client. The client has certain requirements for the equipment, for this reason, not all manufacturers were able to provide a commercial offer covering the entire range specified in the application. Nevertheless, from the total number of commercial offers, you can select in accordingly to your preference, since the three suppliers are matching with the request.

In conclusion, we can summarize that long-term partnerships and constant purchases are very important for any Indian supplier. If you are interested in certain products, MarketIndia24 specialists may hold a personal meeting with a plant representative and significantly reduce the prices indicated in the study. In correspondence, this interest is also taken into consideration, but according to the traditions and characteristics of India, a lively dialogue gives guarantees that the next stage of cooperation, namely, the purchase of goods will take place.



# TECHNICAL INFORMATION:



## Payment methods

- **LC (A letter of credit)**, also known as a documentary credit or bankers commercial credit, is a payment mechanism used in international trade to provide an economic guarantee from a creditworthy bank to an exporter of goods.
  - **D/P(Document against Payment)** - Documents against payment This payment type is usually used when payment is expected from the buyer without fail, differently known as "on presentation". This process often belongs to "Payment against documents". To bank of the buyer is instructed to issue documents of the exporter only when payment is performed. T/T (Telegraphic transfer, wire transfer, bank transfer) - regular bank transfer.
  - **D/A (Documents against acceptance)** - terms of payment under which the transfer of property occurs after receipt of the check for payment.
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# TECHNICAL INFORMATIONS:



## Delivery conditions:

- EXW. Ex Works (the specified place): goods from a warehouse of the seller.

### **The Group F — the Main transportation isn't paid (Main Carriage Unpaid):**

- FCA. Free Carrier (the specified place): the goods are delivered to carrier of the customer.
- FAS. Free Alongside Ship (the shipping port is specified).
- FOB. Free On Board (the shipping port is specified): the goods plunge on the customer's ship.

### **The Group C — the Main transportation is paid (Main Carriage Paid)**

- CFR. Costing Freight (the port of destination is specified).
- CIF. Cost, Insurance and Freight (the port of destination is specified).
- CPT. Carriage Paid To (the destination is specified).
- CIP. Carriage and Insurance Paid to (the destination is specified).

### **The Group D — Arrival**

- DAT. Delivered At Terminal (the place is specified).
- DAP. Delivered At Point (the destination is specified).
- DDP. Delivered Duty Paid (the destination is specified).



# TECHNICAL INFORMATIONS:



## Types of certificates:

- **CE-(Conformite Europeenne)** - is translated as "the European Compliance". CE marking is obligatory for all coming to the European commodity market.
- **ROHS – (Restriction of Hazardous Substances)**. The certificate confirms that the chosen technical tool contains admissible quantity of hazardous substances. Compulsory only for company outside EU.
- **ETL (Electrical Testing Laboratories)**. This certificate allow to produce electric devices around the world in the same competitive business conditions: high quality and safe certificated
- **EMC (Electromagnetic Compatibility)**. A main objective is the identification of sources of electromagnetic radiation from electronic devices for the purpose of safety.
- **UL (Underwriters Laboratories)**. It is the qualification sign for the equipment
- **ISO(The International Organization for Standardization)** is engaged in release standards. Russia is also a member of ISO.



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The service can be obtained from any company or entrepreneur who has a proposal of a foreign partner with the terms agreed and is ready to sign a contract

**Company's Helpline no. +91-8007292254**  
**Email: info@marketindia24.com**

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