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**Where is the low hanging fruit?**

It is commonly said that there is no such thing as a free lunch, and having over 30 years of sales to director level in some of the world's largest organisations behind me, that is certainly the case in my view. There are so many organisations offering business management, sales strategy and other super fantastic build your business products and services, and having come from a sales background I am always interested, but you can only catch “fish” where the “fish” are available. Excuse the analogy.

These methods often do yield some results, but they can never get away from the fact that Western markets are saturated and growth is minimal. The UK economy for all its prosperity has only grown on average 5% year on year since the war. All the major players are now looking to green fields where competition has currently comparative minimal impact. Organisations that exported during the recession were 38% better off than those that did not, and that includes those, our greatest majority that export to Europe and The US where they are in an equally, and some might say worse state than our own. So what is the figure for those that exported to the emerging markets? The new super economies and powers?

By 2025 the BRIC nation’s economies shall exceed half the G6. These lucrative economies, not only are untapped, but have a growing individual wealth that wants to show off and have Western goods to do so and they are prepared to pay a premium. The numbers are staggering and growing and cannot be ignored. 380,000,000 middle class in India alone, and growing, compare that with the population of the Europe at 800M. And of course the most expensive private house at US$1.3Bn.

So my advice is, yes, look at how you can capitalise on improved processes, and focusing on your prime accounts and using fancy sales methods, but for real returns, look to the emerging markets where the new super economies are, this may be your low hanging fruit.

A government report stated “within this complex global environment the ability to develop and maintain effective business relationships will be a significant success factor”. I said there was no such thing as a free lunch. There are risks and costs, of course, but engaging with a partner who specialises in international trade in the geographies you are interested in and has a good network of local associates and contacts is critical.

Today’s provider often becomes tomorrow’s customer. And so true. India and China have started their growth on the West's insatiable appetite for goods and services and the competition they created at home. Now they, the 'providers' have all the wealth and opportunity, they become the new 'customers', along with the other emerging nations. If you want to grow a sustainable business, and want to know how Baroni can help you, please contact us.

