



Consultants to the  
International Agri-food  
Trade

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## **PLANS AND SOLUTIONS, Inc.**

### **Marketing and Trade Consultants**

**For fresh and processed foods,  
food ingredients and beverages**

#### **OUR SERVICES**

**Plans and Solutions, Inc.** offers these services:

##### **Market Research and Competitive Analysis**

A typical market study includes:

- Consumption and demand for a product
- Domestic and import competition
- International transportation
- Legal and regulatory environment
- Detailed analysis and conclusions

##### **Marketing and Promotion Planning**

A typical marketing/promotion plan includes:

- The target market and sales forecast
- Product and packaging characteristics
- Distribution strategy
- Pricing and promotion strategies
- International shipping and payment

##### **Services Related to US FDA**

Help in Registration and Problem Solving

- Food Canning Establishment and Process Registration
- Registration under the Bioterrorism Act
- Assistance in Case of Detention of Shipments
- On-site Inspection of Processing Plants & Records

##### **Help in Executing Marketing/Promotion Plans**

Help in executing marketing/ promotion plans can consist of:

- Testing a product and packaging
- Identifying and contacting agents or importers

- Helping negotiate representation agreements
- Executing a promotion campaign
- Monitoring and follow-up as requested

## **SELECTED CLIENTS**

This is a list of our major clients including some for which we have completed multiple assignments:

- Abt Associates
- ACDI-VOCA
- Agland
- Associate in Rural Development, ARD
- Chemonics International Inc.
- Corporación Colombia International
- Development Alternatives International, DAI
- Experience Works
- Global Partners
- Inter-American Development Bank, IADB
- International Institute for Cooperation on Agriculture, IICA
- James E. Austin Associates
- Technoserve
- The World Bank
- Winrock International
- Numerous private firms in the U.S., Africa and Latin America

## **SELECTED PROJECTS**

### **International Boston Seafood Show:**

In early 2006 Plans and Solutions helped the West Africa Trade Hub prepare and conduct an exhibit by five companies in the Boston Seafood Show. The work included exhibit planning, marketing, set-up, operations and follow-up with potential buyers.

### **Exports from Brazil:**

In early 2006 we worked with a USAID-funded project in northeast Brazil to place products of three large farmers' associations in the U.S. market. The products were raw cashew nuts, bottled honey and pulp of a highly nutritious berry called *acai*. The work included market research, help with an exhibit at Natural Products Expo West, and organization of trade missions to New York and Miami. Several buyers expressed interest in the products, especially *acai*.

### **Trade Mission from Dominican Republic:**

In 2005 we helped plan, organize and conduct a trade mission from the Dominican Republic to Miami. The work included brief studies of the south Florida market for about 20 products,

identifying potential buyers, arranging appointments with them and participating in many of the meetings. At least two participating firms began shipments to Miami very soon after the mission.

### **Eastern Europe Hypermarket Survey**

In 2005 we participated in a major study of the growth of hypermarkets in Eastern Europe and their effect on small farmers and stores in the region. The work included two trips to Eastern Europe, one to help conduct the study and another to present the findings at a regional USAID conference in Sofia, Bulgaria. The results of the study were dramatic.

### **U.S. Import Regulations**

In 2005 we prepared annotated flow charts of U.S. import procedures for fresh and processed food products. This turned out to be extremely complex. When the charts were completed they were presented in a seminar in El Salvador and posted on the client's website.

## **OUR PRESIDENT**

### **Kenneth D. Weiss**

Plans and Solutions, Inc. is owned and managed by Kenneth D. Weiss. He has many years experience in marketing and international trade, holds an MBA from Stanford University (1962) and completed all coursework for a Doctoral degree.

He is the author of three published books:

- Building an Import/Export Business
- How to Conquer the U.S. Market
- Going Global (Getting Started in International Trade).

Mr. Weiss has planned, supervised and worked on dozens of international trade and investment products. He often conducts seminars and training sessions on U.S. import regulations and marketing food products in the USA.

He serves on the boards of directors of three non-profit organizations and is a member of professional societies. He is fluent in English and Spanish, has a working knowledge of French and can read in Portuguese.

## **CONSULTANTS AND AFFILIATES**

Plans and Solutions has working relations with consultants and consulting organizations in selected U.S. cities and world countries. The most important of these are as follows:

### In the USA

- Alexandra Salas in the New York / New Jersey area
- José S. Torres in Maryland
- Olga Lucía Oggioni in Florida

- Solutions Associates (Jodean Robbins) in Pennsylvania
- Suzanne Pulkkinen in Virginia

#### International

- Gary Lim in Singapore, for Asian countries
- Luz Angela González in Colombia
- Philippe Bardet in western Europe
- Enrique Aldave in Pe4u

## **AFFILIATIONS AND PUBLICATION**

Plans and Solutions in a member of numerous organizations, including the following:

#### Local Organizations

- African American Chamber of Commerce of Montgomery County
- Asian Pacific American Chamber of Commerce
- Mid-America Hispanic Chamber of Commerce

#### International Organizations

- Just-food.com
- Society for International Development
- The Food Institute

### **Publication**

Building an Import/Export Business, Weiss, Kenneth D. 4rd edition. New York: John Wiley & Sons, 2008.

This book on how to start an import/export business in the USA has become almost a classic. It is highly rated by readers and can be obtained from Amazon.com, Barnesandnoble.com and in major bookstores and libraries nationwide.