

MARKET PRESELECTION MATRIX

Delivered By

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DEGREE WORK

2025

TABLET OF CONTENTS

INTRODUCTION.....3

METHODOLOGY..... 4

JUSTIFICATION.....5

SECOND DELIVERY.....7

FINAL DELIVERY.....8

PRODUCT IMAGE.....11

LOGISTICS ANALYSIS.....13

RECOMMENDATIONS.....16

CONCLUSION.....18

ACKNOWLEDGEMENTS.....19

REFERENCES.....20

INTRODUCTION

Colombia's exports to the world are crucial for its economy, as they represent an important source of foreign currency, boost employment, and strengthen the development of strategic sectors. The country is known for its diverse range of exportable products, including flowers, coffee, bananas, oil, coal, gold, and textiles. These sectors generate millions of jobs, especially in rural areas, and contribute to the growth of the GDP. Furthermore, participation in international trade allows Colombia to diversify its markets, reduce dependence on certain products, and strengthen trade relations with key economies, promoting foreign investment and modernizing its productive infrastructure.

Exporting Avocado oil to international markets is a really important strategy for the economic growth of Avocado-producing countries. Avocado oil is highly valued for its nutritional benefits and properties, making it attractive not only in the food industry but also in the cosmetic and pharmaceutical sectors. The growing global demand for healthy and sustainable products creates significant opportunities for economies with the resources to produce it.

Exporting avocado oil allows producers to reach broader markets, diversify their sources of income, and improve the competitiveness of local businesses. It also promotes infrastructure development and job creation in avocado-producing regions. With its growing global popularity, Avocado oil exports foster innovation and research, which contribute to improving both production and marketing.

METODOLOGY

“Initially and through consultation sources such as Trademap, DIAN (Dirección de Impuestos y Aduanas Nacionales), MinComercioExterior, Banco Mundial, Datos Macro, all official sources, we started market intelligence, with the chosen product; Avocado Oil.” (DIAN, s.f.)

After gathering all the necessary information on our product for export from Colombia to different continents such as Europe, America and South America, it was organized and broken down in an Excel matrix, where the tariff planning was carried out. In this matrix, three countries with the highest import of this product were selected. Our greatest validation was based on the analysis of the unit price of each country, percentage (%) of participation and ranking and also is highly valued for its nutritional benefits and properties, making it attractive not only in the food industry but also in the cosmetic and pharmaceutical sectors.

The selected countries were Germany, United States of America, and Perú.

The search for accurate information on Trade Map to identify the best importers of avocado oil under the tariff code **151590** presented significant challenges due to the breadth of the classification. This code covers "other fixed vegetable fats and oils", which makes it difficult to isolate specific data from avocado oil. In addition, the variability in the availability and detail of data between countries, added to market fluctuations and different import regulations, complicates the analysis and comparison between potential importers.

JUSTIFICATION

AVOCADO OIL _GERMANY

In 2023, Colombia's sales of this product was usd2.529,000. According to TradeMap in (2023). In terms of volume sold 23 Tons, a lower volume but at an optimal price. Between 2022-2023 a growth of 124% occupying the 10th position in the world ranking of countries. Germany it has a tradition of consuming organic agriculture and marketing products in search implementing healthy consumption in its citizens. Germany is the World's third-largest economy by GDP. Its per capita debt of Eur31,535 per citizen is a good indicator of the standard of living, placing it in a good position, occupying 20th place in the ranking.

AVOCADO OIL _UNITED STATES of AMERICA

We chose the country of United States of America because in terms of volume sold 20 tons, with a total of eur300.000, and also has an annual growth between 2022-to 2023 of 4%, occupying the first position in the world ranking of countries. The United States is the World's largest economy by GDP volume. It has quickly crept into the ranking of countries where the introduction of plant - based protein foods into the shopping basket as a high percentage of its population is overweight and obese, which is why Americans are increasingly implementing healthier eating habits. Culturally this country shares several similarities with Colombia, since it is a main trading partner and the multiculturalism it welcomes allows it to be a market with great incursion.

AVOCADO OIL _PERU

We chose the country of Peru, because Perú is in 7th position in imports with a total of eur58.000, with significant growth in the years 2022-2023 of 186%. Both countries share similarities in their interactivity, the education and of course, gastronomy; the trend in this country is toward healthy eating incorporating healthy fats. Perú is the 51st. largest economy volume per GDP. The GDP in 2023 was of 7.291 € euros, occupying the position 91 in the table, thus its citizens have, according to this parameter a very low standard of living in relation to the rest of the 196 countries in the GDP per capita ranking.

“When approaching the logistics for the import of the tariff code **151590** in the United States, Germany and Peru, significant differences are observed: The United States stands out for its advanced infrastructure and strict FDA regulations, demanding compliance in labeling and food safety, with a complex distribution due to its vast market. Germany, with its strategic location in Europe, benefits from efficient logistics and EU regulations that prioritize quality and sustainability. Peru, although with developing infrastructure, has specific local regulations of the SUNAT and SENASA, and a smaller market, but with niches of opportunity, and a greater focus on export than on import.” (La Agencia Federal de Pequeños Negocios, s.f.)

SECOND DELIVERY

MATRIX PESTLE

Based on the PESTLE analysis we had to gather some factors such as political, economic, sociological, technological, environmental and lastly legal.

Our selection of countries: Germany, United States and Peru were fundamental to decide which one would be the suitable one for exporting our product Avocado Oil from Colombia.

We chose those countries based on our needs and goals in the market to show our product in different continents.

Our signature Avocado Oil has a good outcome in the market, but analyzing these factors we could determine that Germany emerges as the most promising market for exporting this product from Colombia, balancing demand, regulatory clarity, and consumer preferences.

Putting all the information exposed on the Matrix, we can see the pros and odds of each country.

“Where United States has a massive market and great infrastructure and also offers a vast market with a high demand for health products made of real fruits. But some odds are: its recent change on import rules that can be tough to navigate. It is a good option, but it is not so convenient for us with those trade policy changes.” (AP, s.f.)

“Peru, On the other hand, despite favorable trade agreements and steady economic growth, the domestic market for avocado oil is limited due to existing local production. In some things as you can see on the Matrix, such as a legal factors are easier but the market size and potential seem more limited” (Worldeconomics, s.f.)

So overall, Germany offers and emerges as the most promising market for exporting Avocado oil from South America, in this case Colombia, balancing demand, regulatory clarity in every aspect, and also consumer preferences for real, healthy and sustainable products.

FINAL DELIVERY

PRODUCT DESCRIPTION

“Avocado oil has been appreciated and used for centuries by different cultures due to its numerous health and beauty benefits.

This wonderful substance is extracted from the avocado, a fruit native to Central and South America. The history of avocado oil is a mixture of ancestral traditions and modern production techniques. The ancestral process of avocado oil production involved the manual extraction of the avocado pulp and its subsequent cold pressing to obtain the oil. In modern production, specialized machines are used to extract avocado oil through centrifugation or cold pressing methods, thus maintaining its natural qualities, which has allowed the product to be within the reach of more people in different parts of the world. Avocado oil has become a key ingredient in the cosmetic and food industry due to its moisturizing, nourishing and antioxidant properties.

It is used in the formulation of skin care products, such as moisturizers, lotions and body oils, as well as in hair products and makeup in addition to its beauty benefits, it is also prized for its nutritional value. It is a source of healthy fatty acids, vitamin E and antioxidants, which help

promote cardiovascular health, improve nutrient absorption and protect the body against free radicals.” (NBF, s.f.)

avocado oil has had an incredible acceptance worldwide and its base, the avocado, is a product of great circulation in our country creating opportunities for the development of derivatives of the same and with high quality standards in its production, it manages to meet the expectations of consumers.

MARKETING STRATEGY

Our goal with avocado oil is to enter the German market as a brand that promotes good eating habits and is recognized for its nutritional properties, taking into account the quality of the product and the health benefits it brings to its consumers. We also leverage the positive perception of fruit production in Colombia.

Our target audience is everyone who is not allergic to or has any contraindications to avocado consumption. It can be consumed by everyone from infants starting complementary feeding to the elderly. It does not contain warning labels, as it is a completely pure oil. This allows us to have a very broad market niche and, in turn, be able to achieve a very positive reception, considering that more and more people are seeking a healthy lifestyle.

Our main competitor is a German company dedicated to the production and sale of this oil. Ölmühle Solling was founded in 1996. It is a medium-sized, family-owned company with organic certification. They offer a wide range of organic products. They handle two presentations

of avocado oil: a 100 ml presentation priced at around \$8 USD, and a 250 ml presentation priced at approximately \$16 USD.

Initially, the idea is to form alliances with local distributors and agents, such as small, medium-sized, and large supermarkets, where we can make inroads and make ourselves known. We also plan to advertise via social media. As sales increase, we can open a store with our own brand so customers can more easily access the product. We will also create a website where interested parties can access important information, such as the oil production process, from the fruit harvest to the transformation process for the final product, which will generate trust and foster a relationship.

One strategy we'll implement is to offer discounts for first-time purchasers and for purchasing more than one unit, as well as loyalty discounts that include at least one purchase per month.

PRODUCT IMAGE:

The product presentation was traditionally designed to generate consumer confidence, with clear, precise, and easy-to-understand information.



(Image created with AI)

On the back of the product is the table with the nutritional information and the ingredient used in its manufacture,

Nährwertangaben
Ca. 17 portionen pro Behälter
Portionsgröße 1 EL (15 ml)
Menge pro portion Kalorien 120
%Tageswert
Gesamtfett 14g 18%
Gesättigte Fettsäuren 2g 10%
Transfette 0g
Mehrfach ungesättigte Fettsäuren 2g
Einfach ungesättigte Fettsäuren 10g
Natrium 0 mg 0%
Gesamtkohlen hydrate 0g 0%
Protein 0g
Zutaten: Avocadoöl

LOGISTICS ANALYSIS

Avocado Oil it will be dispatched under the following logistics process:

Description of the product:

Name AVOCADO OIL

BOX OF 24 GLASS BOTTLES 0.25L

Container 2 x 20std

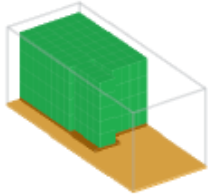
STUFFING RESULT



<p>20 STANDARD</p>  <p>1 unit</p>	<p>Total: 288 packages Cargo volume: 17 m3 Cargo weight: 86 kg</p>									
	<table border="1"> <thead> <tr> <th>Name</th> <th>Packages</th> <th>Volume</th> <th>Weight</th> </tr> </thead> <tbody> <tr> <td>Boxes 1</td> <td>288</td> <td>17 m3</td> <td>86 kg</td> </tr> </tbody> </table>	Name	Packages	Volume	Weight	Boxes 1	288	17 m3	86 kg	
Name	Packages	Volume	Weight							
Boxes 1	288	17 m3	86 kg							

STUFFING RESULT



<p>20 STANDARD</p>  <p>1 unit</p>	Total: 212 packages Cargo volume: 13 m3 Cargo weight: 64 kg									
	<table border="1"><thead><tr><th>Name</th><th>Packages</th><th>Volume</th><th>Weight</th></tr></thead><tbody><tr><td>Boxes 1</td><td>212</td><td>13 m3</td><td>64 kg</td></tr></tbody></table>	Name	Packages	Volume	Weight	Boxes 1	212	13 m3	64 kg	
Name	Packages	Volume	Weight							
Boxes 1	212	13 m3	64 kg							

CFR HAMBURG

Internal Land Transport consolidated cargo Usd1,625 ALL IN

International Freight 2 x 20std. = Usd2,424

QUOTATION

Hapag-Lloyd

Rates

Price Breakdown

Remarks and Info

Print X

The price estimates provided are calculated using a specific exchange rate for currency conversion. Standard container weight is assumed, actual container weight may vary at the time of purchase. **Actual exchange rates may vary at the time of purchase**, and the estimated prices should be verified with relevant financial institutions or service providers.

Exchange rate as of 5 jun 2025.

[Show Total Price Estimate Details](#) v

Freight Charges

Freight Charges	Curr.	20STD	40STD	40HC
Ocean Freight	USD	225	250	250

Surcharges

Unless otherwise specified, all rates are subject to all surcharges as they are valid at time of shipment. The currently applicable surcharges are:

Export Surcharges	Curr.	20STD	40STD	40HC
Lift on/Lift Off Origin To be paid prepaid	USD	40	40	40
Terminal Handling Charge Orig.	USD	110	110	110
Terminal Security Charge Orig. To be paid prepaid	USD	5	10	10

Freight Surcharges	Curr.	20STD	40STD	40HC
Emission Allowance	USD	23	46	46
Marine Fuel Recovery	USD	336	672	672
Carrier Security Fee	USD	15	15	15

Import Surcharges	Curr.	20STD	40STD	40HC
Terminal Handling Charge Dest.	EUR	275	275	275
Terminal Security Charge Dest.	EUR	13	13	13
Equipment Maintenance Fee	EUR	20	20	20

Notes

Subject to Administration Fee Destination: EUR 65 per Bill of Lading, Subject to Document Charge: USD 50 per Bill of Lading, Subject to Security Manifest Document Fee: USD 35 per Bill of Lading

Commodity

FAK - Freight all Kind

Valid from

6 jun 2025

Valid to

30 jun 2025

From

CARTAGENA (COLOMBIA)

↓ TERMINAL / RAMP (POL)

To

HAMBURG

↓ TERMINAL / RAMP (POD)

Estimated Transportation Days

18 ⓘ

RECOMMENDATIONS

- To deepen in international market studies

It is necessary to carry out detailed market studies in countries with high demand for healthy products, such as the United States, Germany, Canada and Japan. Such analyses should include aspects such as consumption trends, technical requirements, barriers to entry and cultural preferences (Kotler & Keller, 2020).

- Obtain quality and sustainability certifications

To facilitate access to demanding markets and position Colombian avocado oil as a premium product, it is recommended to obtain internationally recognized certifications such as USDA Organic, EU Organic, HACCP, Fair Trade and FDA approval.

- Strengthening the national agricultural value chain

It is suggested to promote alliances between producers, processors and exporters, prioritizing the quality of the fruit, logistics efficiency and sustainable practices. In addition, the technical training of farmers can contribute significantly to the strengthening of the sector .

- Optimize export logistics processes

To guarantee the integrity of the product in the target markets, it is essential to use oxidation-resistant packaging, select efficient logistics routes and employ operators specialized in agroindustrial products.

➤ Implement an international marketing strategy

It is recommended to develop promotional campaigns that highlight the Colombian origin, the nutritional properties of the oil and the cold extraction method. The use of the Country Brand (Colombia) can be an added value for gourmet markets.

➤ Access institutional and financial support

Producers and exporters should take advantage of government programs and financial instruments offered by entities such as the Ministry of Commerce, ProColombia and Bancóldex to facilitate their insertion into foreign trade.

➤ Encourage innovation and diversification of products

It is advisable to investigate new applications of avocado oil, including its use in the cosmetic and nutraceutical industry. This would allow access to different market niches and reduce dependence on a single type of consumer.

CONCLUSION

The present degree project allowed to analyze the feasibility of exporting Avocado oil from Colombia, showing that there is a high potential to position itself in international markets that demand healthy, sustainable and high-quality products. Despite the challenges associated with logistics, health requirements and global competition, Colombia has favorable agroecological conditions and a growing productive capacity that can be used strategically.

The implementation of international certifications, the strengthening of the value chain, innovation in derived products and the articulation with public foreign trade policies are key factors to guarantee the sustainability and competitiveness of this export initiative. In this sense, Colombian avocado oil not only represents an economic opportunity for the country, but also a vehicle to promote rural development, the diversification of the exportable offer and the recognition of Colombia as a supplier of high-quality natural products.

ACKNOWLEDGEMENTS

We express our sincere gratitude to those who made it possible to carry out this degree work.

To our work director, Alexander Balzan, for his academic guidance and commitment during the research process. To the entities and companies of the export sector that collaborated with key information, as well as to the professionals who shared their experience in the international trade of Avocado oil from Colombia.

We also thank our family, for their constant support, and the university and teachers who contributed to our education.

This work is the result of the joint effort of all those who contributed with their knowledge, time and confidence.

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[9c6686a658241dbad8ebdeff632ff0ac](https://apnews.com/article/us-economy-gdp-growth-trump-tariff-9c6686a658241dbad8ebdeff632ff0ac)

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[%7c%7c%7c2%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1](https://www.trademap.org/Country_SelProduct_TS.aspx?nvpm=1%7c%7c%7c%7c%7cTOTAL%7c%7c%7c2%7c1%7c1%7c2%7c2%7c1%7c2%7c1%7c1%7c1)

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