



Natalia Solano Monsalve - 1811025809

Yahn Harry Triana - 100221830

Jessica Natalia Cortes Leon - 100210945

Institución Universitaria Politécnico Gran Colombiano

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## **Passion Wear Colombia SAS**

### **INTRODUCTION**

This document presents the production process including manufacturing, subcontracting, procurement of materials, labor, etc, and the export process, including customs, transportation, and logistics, of leather jackets from Colombia to Guatemala through a market study, which allows us to assess viability and effectiveness in the selected country.

#### **Problem statement**

Given the growth of the global leather goods market, Colombia's recognition as a high-quality producer, and its superior access to raw materials.

Why is Guatemala the ideal country for the export of Colombian leather jackets, considering factors such as demand, tariffs, logistical costs, and market viability?

#### **General objective**

To analyze the international market in Guatemala for the export of leather jackets from Colombia, evaluating its demand, trade barriers, tariff costs, and potential for success, as well as the feasibility of importing raw materials and manufacturing a high-quality product to be later exported.

#### **Specific objectives**

- Identify the international market in Guatemala for leather jackets, considering factors such as import and export demand, consumer trends, and competition.
- Analyze the costs and entry barriers in the selected markets, including tariff rates, trade regulations, logistical costs, and risks, in order to determine their impact on business viability.

- Analyze the feasibility of importing leather from Pakistan for the production of leather jackets in Colombia and their subsequent export.

### **Learning objective**

Through the study conducted, we were able to identify the general preferences and trends in the market for Colombian leather jackets in 3 different countries, and found Guatemala to be our target market. We analyzed demand and competition, identified the main distribution and marketing channels, and understood the regulations and commercial relationships.

### **Methodology**

To find the country with the greatest viability for our project, which involves manufacturing Colombian leather jackets and exporting them to Guatemala, we conducted the process through a weighting table. This allowed us to analyze statistics from the last 10 years, exact values, projection of the final objective, and rating according to these statistics. We based our analysis on official sources such as the World Bank, Trademap, Procolombia, among others mentioned in the references.

### **Product Description**

100% Colombian cowhide leather jacket with excellent handcrafted finishes, T-shirt style collar, 2 upper zippered pockets, 2 spacious lower zippered pockets, internal security pocket, adjustable button at the waist and cuffs, YKK zippers, polyester inner lining for added comfort, 100% handcrafted finishes.

Ideal for both men and women, as we have all sizes and references available; however, we also offer made-to-measure designs, tailored to your preferences and personalized with your brand's touch.

Leather jackets are an emblematic product that reflects the skill and creativity of Colombian craftsmanship, and as a symbol of cattle-raising identity, they can be a way to share cultural richness and promote understanding between nations

### **Market Preselection**

Using the matrix (Appendix 1) and with the support of the Trademap website, we conducted a preselection of the 3 countries to study. In this matrix, we collected detailed data from each country, which we searched for on the Trademap website to complete the information corresponding to the last 10 years. The data included:

- Market growth
- Export and import processes at the country and global level
- Global competition
- Ranking of countries in the commercialization of leather jackets

These data allowed us to focus on the 3 main countries of study: Chile, USA, and Guatemala, which proved to be the most suitable for carrying out our project due to their potential and favorable characteristics.

### **Tariff Code**

Leather jackets are classified under tariff code 4203.10 of the Harmonized System, which corresponds to "Articles of apparel and clothing accessories, of leather or of composition leather."

In the research process on importing leather from Pakistan, we found that although Pakistan is one of the world's main leather exporters and its quality surpasses that of Colombian leather due to animal care practices and favorable climate conditions, the importation of this

raw material (leather) is not viable. This is because Pakistan does not have a Free Trade Agreement (FTA) with Latin America.

To take advantage of the FTA between Colombia and Guatemala, it is essential to meet the origin requirements established in the agreement, which in this case implies that at least 90% of the product must be made with Colombian materials.

In the case of Passion Wear Colombia, we decided to handle the sales and export process of these jackets through a B2B model, meaning the production would be outsourced within Colombia.

Table 1: Manufacturing Quotation per Jacket

Concept	Cost per jacket (COP)	Notes
Leather 1.5 mm	80,000 COP	USD 19.51 × TRM aprox. 4.100
Maquila (cutting + sewing)	80,000 COP	Local workshop with basic design
Zippers and hardware (YKK)	8,000 COP	National Good quality
Labor (finishing and inspection)	15,000 COP	Stitching, labels, quality control
Basic packaging (bag, tag, etc.)	5,000 COP	Simple
Domestic logistic	5,000 COP	Transportation within the country

- **Total Cost per Jacket: 193,000 COP approx.**

Initially, we are evaluating the possibility of selling each jacket at 390,000 COP; however, we must add export, transportation, and other costs in order to determine the actual cost.

- This document presents, as a proposal, the export of leather jackets to Guatemala through the company Passion Wear Colombia S.A.S. Based on research and the

results of the pre-selection matrix, Guatemala received a score of 3.23, allowing us to identify the viability of the Guatemalan market for the export of Colombian leather jackets, in addition to the benefits provided by trade agreements between the two countries.

- **Trade Agreements:**

Colombia and Guatemala signed the Free Trade Agreement (FTA) between the Republic of Colombia and the Republics of the Northern Triangle of Central America (El Salvador, Guatemala, and Honduras) in Medellín on August 9, 2007. This agreement includes tariff preferences for originating goods and reduced tariffs. (MINCIT, 2018)

- **Geographical Proximity:**

The closest distance between the two countries is 823 km, which is the distance from San Andrés Island (Colombia) to Puerto Barrios (Guatemala).

- **Cooperation in the Textile Industry:**

Following the deepening of the FTA in 2021, Colombian goods in the textile and apparel categories enter Guatemala tariff-free. (González, 2021)

- **Export Process to Guatemala from Colombia:**

It is important to note that the company must be registered with the Chamber of Commerce and have an in-person registration with the DIAN. The RUT must include marks in boxes 54 and 55 (Customs Users and Exporters), in accordance with the legal provisions of Law 1165 dated July 2, 2019.

Then, the company must register with VUCE (Single Window for Foreign Trade), obtaining a digital signature through Certicámara. Once acquired, the Ministry of Commerce, Industry, and Tourism grants access to the platform, where procedures such as the following can be carried out:

- National Producer Registry
- Electronic process for prior export authorization
- Access to government entities related to good practices and approvals
- Simultaneous inspection system
- The classification for the product to be exported, leather jackets, is 4203.10.00.00.
- After obtaining the registrations mentioned above, we contact our freight forwarder and customs agency, which must be certified by DIAN. (In some cases, a single company can quote both transport and customs services.)
- These companies will request a list of documents, and based on them, they will verify the regulations, tariffs, and other taxes applicable to the tariff heading. To generate these documents, it is necessary to have a digital signature issued by Certicámaras to sign the documentation.
- **The required documents include:**
  - Forms and powers of attorney authorizing them to represent us at both the port of origin and destination
  - Commercial invoice (Supplier: Passion Wear Colombia S.A.S.)
  - Packing list (Supplier: Passion Wear Colombia S.A.S.)
  - Approvals from Customs Agency and DIAN
  - Certificate of origin from the Colombian Chamber of Commerce
  - Transport document (bill of lading, airway bill, or waybill from customs agency and carrier).
  - Export declaration – DEX – (form 600).
  - Simplified export declaration.

According to the export parameters, we must negotiate under the INCOTERM sales term suitable for leather jacket exports, which is DAP.

Export costs include a series of expenses involved in moving goods from Colombia to Guatemala:

- **Production costs:** Include all expenses related to manufacturing the products intended for export.
- **Transportation costs:** Reflect the expenses associated with moving the merchandise both domestically and internationally.
- **Tariffs and taxes:** Comprise the fees imposed on products when imported or exported, impacting the final price.
- **Administrative costs:** Are the necessary expenses to comply with current regulations and ensure proper documentation of the products.
- **Transport from the supplier's warehouse (PWC) to the port and from the port to the client's warehouse.**
- **Parking costs for the container at the customs agency warehouses at origin and destination (warehousing).**

### **Maritime Transport**

- Maritime transport is generally more economical but slower.
- Weight and volume limits tend to be more flexible in maritime transport.
- We must prepare additional forms that the customs agency will send in advance to the port of origin and destination.
- Maritime costs include freight or transport fees, which vary depending on the type of cargo and the most common route between both countries, marine insurance, and documentation and forms that must be completed beforehand.

- Additionally, we have port expenses such as loading and unloading fees, storage tariffs, and costs of additional services like water, electricity, or any other resources needed for port activities.
- The term CIF (Cost, Insurance, and Freight) refers to the total price that includes the cost of the merchandise, insurance, and freight to the destination port. It is important to always have insurance as it protects the exporter's investment, preventing damage, theft, or loss of merchandise.

### **Necessary Documentation**

- Commercial invoice or proforma invoice
- Packing list
- Technical sheet
- Proof of payment from company account to company account
- Bill of lading (B/L)
- Certificate of origin
- Customs declaration
- Forms and list of documents required by the carrier
- Forms and list of documents required by the customs agency
- Digital signature issued by Certicámaras

**International Competition:** Countries such as China and Mexico also export leather products to Guatemala, which may affect the market share of Colombian products.

Regarding leather goods, the main origin for 2023 is:

China \$45.6M (OEC, 2023)

**Consumer Preferences:** It is essential to conduct market studies to understand the trends and preferences of Guatemalan consumers regarding design, price, and quality of leather jackets.

Marketing Section (Applied to the Destination Country and Target Audience)

Objective: Understand the process of generating leads and the tools to be used since our target market is in another country.

### **Policies**

- It is necessary to understand what type of companies are our current focus in Passion Wear Colombia SAS, which is defined according to our knowledge process of our target market in Guatemala:

- Men's and women's fashion boutiques
- Concept stores
- Distributors of clothing for motorcyclists or urban style clothing
- Wholesalers/importers of clothing
- Guatemalan brands that want to do private labeling
- The KAM of PMW is in charge of the contact acquisition process. It is necessary that the complete databases have at least the following data: company name, website, email, phone number, LinkedIn profile, activity, city, and annual revenue.
- Once the database is ready, it is necessary to make at least three contacts per channel (cold calls, LinkedIn, email) to obtain a negative or positive response.
- When a qualified potential client is obtained, the main objective is to find a date with the prospect for a first meeting.

**Tools**

- Website
- Landing pages
- Social media (Facebook, Instagram, LinkedIn)
- Zoho toolset (CRM, Campaigns, SalesInbox)
- Prospecting automation platforms (LinkedHelper)
- Quotation material or price range (Email, Word, PDF, PowerPoint)
- Cold emails, cold calls, and networking events

**Main Objective**

- Obtain qualified leads that fit our target audience for Guatemala.
- Plan commercial pipeline in each contact with the client.

**Strategies and Methodologies**

- Definition of customer service strategies and methodologies.
- Meeting planning: company presentation/requirements gathering.
- Lead generation through Outbound process.
- Create campaigns with databases using digital tools for reminders.
- Conduct an initial meeting with the potential client for planning and requirements gathering.
- Implement marketing campaigns to nurture potential clients and contacts.

- Keep databases and contacts up-to-date.
- Always keep an eye on trade shows in Guatemala and Colombia to attend and make networking contacts.

### **Marketing Tools**

- Email: Use emails to communicate with potential clients and nurture them throughout the sales process.
- Blog: Create relevant and valuable content on a blog to attract and educate potential clients.
- CRM: Use a customer relationship management (CRM) system to store and manage potential client information.
- Details: Collect and keep updated details of potential clients, such as their needs, preferences, and contact information.
- Webinar: Organize informative or educational webinars to attract and engage potential clients.

### **Tracking and Measurement**

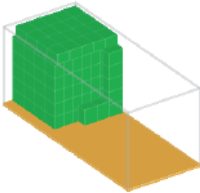
- Conduct monthly planning to set goals, objectives, and strategies for the next month, taking into account trends and long-term objectives of the company.
- In all cases where a detailed budget with export included is sent, it is recommended to send a price range by date.

### **Logistics Section**

- We are doing the exercise of exporting 1000 leather jackets from Colombia (Buenaventura Port) to Guatemala (Delivery to client's warehouse), each jacket weighs 1.7kg.

## STUFFING RESULT



<p>20 STANDARD</p>  <p>1 unit</p>	<p>Total: 167 packages</p> <p>Cargo volume: 10 m3</p> <p>Cargo weight: 1703 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>167</td> <td>10 m3</td> <td>1703 kg</td> </tr> </tbody> </table>	Name	Packages	Volume	Weight	Boxes 1	167	10 m3	1703 kg		
Name	Packages	Volume	Weight								
Boxes 1	167	10 m3	1703 kg								

## Quotation Document

HAPAG LLOYD COLOMBIA LTDA.  
 CALLE 127A NO. 53A 45 TORRE 3 PISO 5  
 110221 BOGOTA, D.C. BOGOTA, D.C.  
 COLOMBIA



June 10, 2025

Dear Jessica Cortes,

Thank you for your recent enquiry. Hapag-Lloyd is pleased to make you the following offer, for which please find our rates and further details below.

Offer expires on: **June 30, 2025**

Our quotation is valid until the above mentioned offer expiry date. We reserve the right to review and re-quote, if we do not receive any booking, prior to above mentioned offer expiry date.

### Freight Charges

Freight Charges	Curr.	20'STD	40'STD	40'HC
Ocean Freight	USD	932	1042	1042

### Surcharges

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

Freight Surcharges	Curr.	20'STD	40'STD	40'HC
Marine Fuel Recovery	USD	65	130	130
Carrier Security Fee	USD	15	15	15

Quotation number

**W250600305151**

Service

**1 of 1**

Commodity

**FAK**

Valid from

**10 Jun 25**

Valid to

**30 Jun 25**

From

**BUENAVENTURA, CO  
PORT**

To

**GUATEMALA CITY, GT  
DOOR, TRUCK**

via

**MANZANILLO, COL (MX),  
MX; PUERTO QUETZAL, GT**

Estimated Transportation Days

**24**

Import Surcharges	Curr.	20'STD	40'STD	40'HC
Inspection Fee Destination to be paid collect	USD	34	34	34
De-/Fumigation Charge Destin. to be paid collect	USD	20	20	20
Terminal Handling Charge Dest. to be paid collect	USD	230	230	230
Overweight Additional On Dlf <b>Rate is different depending on weight</b>				
Between 23.901 and 9999 TON container gross weight	USD	150	-	-
Between 25.701 and 9999 TON container gross weight	USD	-	150	150
Terminal Security Charge Dest.	USD	10	10	10
Destination Landfreight Truck	USD	570	570	570
Equipment Maintenance Fee to be paid collect	USD	25.5	45.5	45.5
Sealing Charge At Destination to be paid collect	USD	7	7	7
Temporary Acceptance Fee Dest.	USD	50	50	50
Export Surcharges	Curr.	20'STD	40'STD	40'HC
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

For next sailings please check our Web Schedule

[Link To Web Schedule](#)

Quick links

[FAK Definition](#)

[Local Charges](#)

[Detention & Demurrage](#)

[Country Remarks](#)

**Contact**

Telephone

-

Email

Colombiabd@hlag.com

Chairman of the Supervisory Board: Michael Behrendt  
Executive Board: Rolf Habben Jansen (CEO), Darya-Florence Amer, Dheeraj Bhatia, Mark Frese, Dr. Maximilian Rothkopf  
Registered Office: Hamburg, Company Register: Amtsgericht Hamburg HRB 91932

Quotation number W250600305151 Page 1 of 2

#### Notes

Subject to Document Charge: USD 50 per Bill of Lading

#### Additional Information

Future Marine Fuel Recovery (MFR) surcharge adjustments may not be considered in above offer. You can find all global MFR values and validity at [Marine Fuel Recovery Surcharge \(MFR\)](#).

Hapag-Lloyd accepts your business under the [Terms & Conditions](#).

## Packaging, Packing, and Labeling Requirements for Exporting Leather Jackets from Colombia to Guatemala

To ensure product protection, customs compliance, and logistical efficiency, the following standards must be followed:

### Primary Packaging (per unit)

- Material: Transparent plastic bag with holes (polybag type)

- Additional protection: Kraft paper between leather and zippers to prevent marks
- Internal label:
- Size
- Model
- Product code
- Country of origin: "Made in Colombia"

#### Secondary Packaging (per box)

- Jackets folded: Carefully, not rolled, protected against humidity and pressure
- Corrugated cardboard boxes: Double-wave for resistance to stacking and humidity
- Dimensions: 50×40×30 cm, 6 units per box
- Closure: Reinforced adhesive tape
- Desiccant: Silica gel bag to prevent humidity
- Maximum weight per box: 30 kg (for safe manual handling; in this case, 11 kg)

#### **Box Labeling**

- Required information:
- Exporter's name or company name
- Destination (Guatemala)
- Number of units in the box
- Net and gross weight
- Box dimensions
- Country of origin: "Made in Colombia"
- Product reference code
- Handling signage: icons for "Fragile", "This side up", "Keep dry", etc. (NTC 1270)

### Packaging for Transportation

- Non-palletized: Due to the product not being fragile and palletizing would significantly increase both the volume in the container and the freight cost.

By following these requirements, product protection and compliance with customs and logistical standards for exporting leather jackets to Guatemala are ensured..

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