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## STEP BY STEP GUIDE TO AGRO EXPORT IN NIGERIA AND COMMODITY TRADING

**Have you every wonder how an Asian man will come into this country with a briefcase and 5 years later become an employer of labour by harnessing our resources to build wealth for himself via agro export and commodity trading in Nigeria.**

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## **INTRODUCTION**

Nigeria is a country naturally blessed and endowed with items that are in serious demand in the export markets around the world. We are not only blessed with solid minerals (besides crude oil) we are also blessed with good climate and weather conditions to support the growth of commodities that are industrially useful in the developed nations. No wonder an Asian man will come into this country with a briefcase and 2-5 yrs down the line, he would have become an employer of labour by harnessing our resources to build wealth for himself via export business opportunities in Nigeria.

What is a good way to build up a successful business from nothing and have fun doing it? Export business may be your answer. Not only does it require little financial investment to start, but it offers the prestige of working with clients from all over the world.

You don't need previous experience in the field, but you should have a good head for organizing. Fulfilling a successful import/export business requires constant attention to little details.

Do you know some local manufacturers looking for ways to increase their market for the goods they make? Or are you planning a trip abroad and want to make some contacts for setting up a business?

If you have ability to sell, and an air of diplomacy, the export business might be right for you. All you need is the desire and determination to make it work.

As you progress in the business, many factors become obvious and easy to handle. For example, you'll need to find a person to handle shipments, called a freight forwarder. And you'll need to create solid contacts and strong relationships with reliable suppliers. But after a short time, you can be well on your way to making a sizeable income with a very low overhead.

Do you like the idea of running your own business? The biggest advantage is the network of people and the money you'll make. Once you get the business underway, the commission for setting up sales is very profitable. And after you establish and maintain a number of exclusive accounts, you'll find the time you spend is highly rewarded with money.

Take a look into the export business. Consider the risks, and consider the advantages. Talk to people in the business. Is it for you?

## **HOW IT WORKS**

Of all the farmers in Nigeria, only a small percentage (knowledgeable ones) knows how to distribute their goods outside of Nigeria. The goods that do find foreign markets are exports. On the other hand, anything that is manufactured outside the country and brought in for sale is imported. My friend, do you want to be among those that promote this nation, instead of making it a dumping ground? If you answered yes! Then continue reading.

Although it seems obvious that all farmers would want a worldwide market, but it will not be easy for a farmer that is limited in its scope and abilities. That's where you come in.

An export agent is a matchmaker. Farmers of domestic commodities seek foreign distribution and the good news is, the European nations, Asian nation and the rest of the world needs this for industrial production. You as an agent need to find them, make a solid connection, and establish a business relationship with these companies.

The agent's commission is generally about ten percent. Now, think of ten percent of \$500,000 or ten percent of a million. Although that may seem like a large order, but I tell you, you are limitless if you add integrity and honesty to the business.

The market is unlimited and there are hundreds of manufacturers looking for these domestic farm products. The foreign buyers (Manufacturers) are in daring need of Charcoal, Cashew Nuts, Sesame Seeds, etc to meet the market needs. Anything can be readily exported if there is a consumer demand and if you can get the products.

## **THE BASICS**

You can start your export business at home with registered business name and a telephone. You will need a file system, probably a website (This is like your business cards in this business). ***Kindly contact me if you need a unique and affordable agro export website.***

And you will need a classy letter head. Until you establish personal contacts, it is your letterhead and website that represents you. Make it look professional; you can seek the help of professional website and graphic artist to achieve the above objective. You will have a lot of domestic correspondence too.

More than office equipment, you need the determination to make it work. It will be slow at first, and you'll need to plan your moves, make contacts and **SELL YOURSELF**. Once you make few sales and sign several exclusive contracts worth money, you will know your dedication was worthwhile.

## **MAKING CONTACT**

The most important step in setting up your business is finding the contacts. You may have relatives in a foreign country; you may have frequently visited and established business relationships in a country, you can also get contacts (buyers) as a member of Nigerian Chamber of Commerce. Or, you might just have a feeling for what will sell where. A person who keeps well-informed in the business world can pick up and ride the crest of worldwide trends.

Are you thinking I can't do this business because I don't have access to any of the above options? **Hey buddy!** There are many ways to skin a cat, read on to find out how you can establish your own contact in this business regardless of the above options.

Another way to establish contacts (Buyers) is through the use of B2B portals like: [alibaba.com](http://alibaba.com), [tradekey.com](http://tradekey.com), [tradeboss.com](http://tradeboss.com) [europeantradezone.com](http://europeantradezone.com) etc (google b2b to find more), these are few common ones I personally know.

**Start small** – Guys, don't tackle the world. Where do you want to sell the agricultural raw materials, you might have in mind? Which state in Nigeria has the products you want to export in abundant? Dear friend, you must find out about these states in Nigeria that have the right

product to offer in abundant and what is generally in demand across the world.

My friend, using b2b give you an easy start, you can get contract in two ways on b2b platforms: (A) You can decide to send out mail campaign as a registered member on b2b, but this option is only available for paid members. (B) Client sends you an inquiry about your product then you respond accordingly, this option is workable for both free members and paid members. Note: You get more recognition and more inquiry as a paid member than a free member. As a paid member, you are sure of getting a deal in short period of time.

Some of the questions, background work you need to look out for when dealing with foreign client:

\*\*\*What goods do they want to import? What products are now imported and how are they distributed? Does the company have a certain territory; does it have sales representatives, branches in other cities? What are the basic details of operation, history, assets and liabilities, plans for growth, etc.

### **LIST OF EXPORTABLE COMMODITIES**

1. Cassava
2. Hardwood Charcoal
3. Cashew nut
4. Chili pepper (Dried)
5. Cocoa beans
6. Coffee
7. Finished Leather
8. Ginger

9. Groundnut
10. Gum Arabic
11. Horns (Cow)
12. Hibiscus Flower
13. Kola Nuts
14. Rubber
15. Sesame Seed
16. Shea nuts/Shea butter
17. Soya beans
18. Hides and Skins
19. Wheat Pellets
20. etc.

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