

## COMPARISON PRICES REPORT (CPR)

### I. TARGET COUNTRY

Exporter gives us the target markets where he wants to find new customers. This time, the Exporter choose as an example **UNITED KINGDOM**


### II. PRODUCT TO COMPARE


Exporter gives us the product he wants to make a *market price comparison*. This time, the Exporter choose as an example **11W FLUORESCENT LAMP** with the following specifications:

- 1) Working lamp with resistance cable
- 2) AC 220 - 230V, 5m, 11W
- 3) 11W fluorescent bulbs, 5m resistance cable
- 4) Hanging hook
- 5) Waterproof function



## UNITED KINGDOM - COMPETITORS PRICES

IMPORTER	PRODUCT & PRICE INFORMATION
<b>Company Name</b>	Lee Industrial Ltd (UK)
<b>Picture Product</b>	
<b>Technical Data</b>	Draper 12V Fluorescent Lamp. For use in places where mains power is unavailable. Supplied with 3M (approx.) of cable and connector for car cigarette lighter socket. Has useful hang-up hook. Supplied complete with 280mm (11") fluorescent tube. Display packed.
<b>Sale Price</b>	£8.41 inc VAT (15,72 USD taxes included)
<b>Date Price</b>	5th June 2006

IMPORTER	PRODUCT & PRICE INFORMATION
<b>Company Name</b>	Machine Mart Limited
<b>Picture Product</b>	
<b>Technical Data</b>	5 metre cable with fitted British standard 13amp plug Easily replaceable 11w fluorescent tube Fitted with practical hanging hook
<b>Sale Price</b>	£14.04 inc VAT (26,25 USD taxes included)
<b>Date Price</b>	5th June 2006