

## NEWEST PRODUCTS REPORT (NPR)

### I. TARGET COUNTRY

Exporter gives us the target markets where he wants to find what are the newest products launched similar to his product. This time, the Exporter choose as an example **UNITED KINGDOM**


### II. PRODUCT TO SEARCH


Exporter gives us the product he wants to be searching for the newest products launched in the specified markets.. 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 – NEWEST PRODUCTS

IMPORTER	PRODUCT & PRICE INFORMATION
<b>Company Name</b>	Lee Industrial Ltd (UK)
<b>Picture Product</b>	
<b>Technical Data</b>	<p>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.</p>

IMPORTER	PRODUCT & PRICE INFORMATION
<b>Company Name</b>	Ring Ltd.
<b>Picture Product</b>	
<b>Technical Data</b>	<p>the Ring's highly efficient tube emits as much light as our Best Buy. The glow is a clean white and the lamp never gets too hot. The long, thin shape can make it difficult to use in some areas, but with a tough, rubbery plastic finish, plus a positioning hook,</p>