***VI. ANNEX-1:***

**Instruction for Preparation of**

**Pre-Study Report**

**For Applicants**

You are requested to prepare the pre-study report on the following format and **submit it to JICA as an attachment to the application form.**

NOTE: You will be requested to deliver the presentation about this report in the first week of the program.

1. **Basic Information**

|  |  |  |
| --- | --- | --- |
| Name | |  |
| Country | |  |
| Email address | |  |
| Organization | |  |
| Job title | |  |

1. **Selection of Target Sectors**

Select 3 target sectors in your country which is appropriate for export promotion and describe the choice of sectors based on the criteria. HighIy advised to be specific by giving data and numbers, instead of general impression.

**EXAMPLE:**

|  |  |
| --- | --- |
| Target Sector | * Leather |
| Uniqueness/ Originality | * Ethiopian sheep skin is possible to be stuffed very softly among “hair sheep” and very tough even at 0.4-0.5mm. * Ethiopian sheep skin is highly evaluated in the international market for very fine texture and flexible. |
| Quality level in the international market | * It’s acceptable for the market in Ethiopia, but upgrading of quality must be needed when it’s to be exported in the developed countries. * Standard schemes to maintain quality of sheep skin is not established. |
| Possibility to be added value | * Quality level and branding would help to add value in this sector. |
| Competition in the international market | * Ethiopian sheep skin obtains 0.8% of the world market share, which is ranked at 11. |

|  |  |
| --- | --- |
| Target Sector 1 |  |
| Uniqueness/ Originality |  |
| Quality level in the international market |  |
| Possibility to be added value |  |
| Competition in the international market |  |

|  |  |
| --- | --- |
| Target Sector 2 |  |
| Uniqueness/ Originality |  |
| Quality level in the international market |  |
| Possibility to be added value |  |
| Competition in the international market |  |

|  |  |
| --- | --- |
| Target Sector 3 |  |
| Uniqueness/ Originality |  |
| Quality level in the international market |  |
| Possibility to be added value |  |
| Competition in the international market |  |

1. **Selection of Target Countries (Markets)**

For the each of 3 sectors (and products) you chose above, chose 2 countries appropriate for export promotion.

**Target Sector 1**

|  |  |
| --- | --- |
| Target Country 1 |  |
| Reason for the choice |  |
| Characteristics/Nature of the consumers or buyers in the target country, if you have any information. |  |

|  |  |
| --- | --- |
| Target Country 2 |  |
| Reason for the choice |  |
| Characteristics/Nature of the consumers or buyers in the target country, if you have any information. |  |

**Target Sector 2**

|  |  |
| --- | --- |
| Target Country 1 |  |
| Reason for the choice |  |
| Characteristics/Nature of the consumers or buyers in the target country, if you have any information. |  |

|  |  |
| --- | --- |
| Target Country 2 |  |
| Reason for the choice |  |
| Characteristics/Nature of the consumers or buyers in the target country, if you have any information. |  |

**Target Sector 3**

|  |  |
| --- | --- |
| Target Country 1 |  |
| Reason for the choice |  |
| Characteristics/Nature of the consumers or buyers in the target country, if you have any information. |  |

|  |  |
| --- | --- |
| Target Country 2 |  |
| Reason for the choice |  |
| Characteristics/Nature of the consumers or buyers in the target country, if you have any information. |  |

1. **Plan of Action**

Provide a detail of actions which you and your organization may implement for the purpose of export promotion of the target sectors.

|  |  |
| --- | --- |
| Target Sector 1 |  |
| Target Sector 2 |  |
| Target Sector 3 |  |

1. **SWOT Analysis**

Analyze the situation of your country in terms of export.

|  |  |
| --- | --- |
| Strength | Weakness |
|  |  |
| Opportunity | Threats |
|  |  |