

EFFECTIVELY RESELL FILIPINO PRODUCTS IN THE USA MARKET





1Export



**One stop, end-to-end solution
for cross-border trade**



We are the **largest digital exporter**
in the **Philippines**.

Entered **15** Different Markets

Pre-Pandemic

Post-Pandemic



USA



Australia



Qatar



Singapore



Kuwait



United
Kingdom



South
Korea



UAE



Canada



Bahrain



Malaysia



Taiwan



Germany



Hong
Kong



Portugal

MSMEs

450

SKUs

3000

STORES

800

PROBLEM

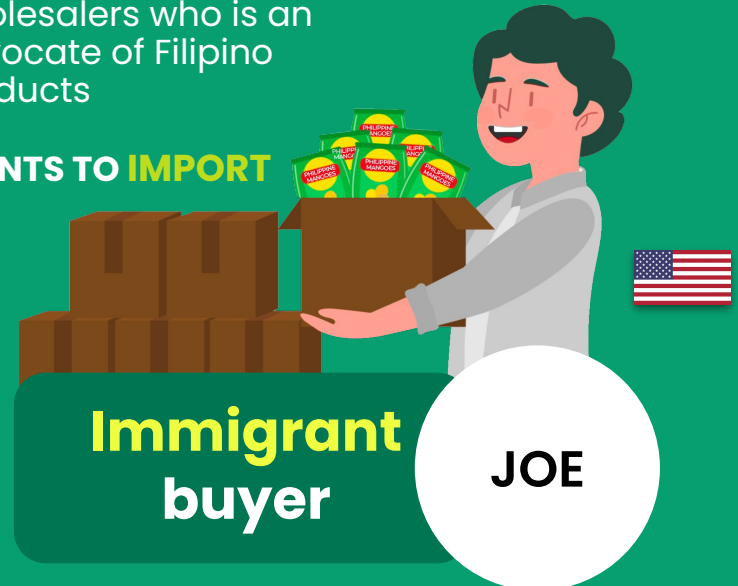
**IN A WORLD WHERE YOU
CAN GET ANYTHING ONLINE,
IT IS EXTREMELY DIFFICULT
TO GET PRODUCTS FROM THE
PHILIPPINES**

MARKET GAP



- Immigrants, traders, wholesalers who is an advocate of Filipino products

- **WANTS TO IMPORT**



OPPORTUNITY

RESELLING

A company or individual that
purchases goods from PH
manufacturers with the intention of
selling them for profit

FAMOUS RESELLING MODELS

SARI SARI STORE



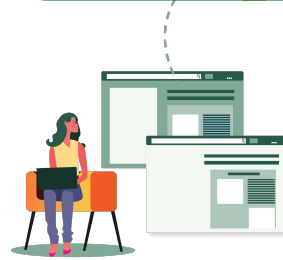
ONLINE STORE



HOW TO BE A RESELLER



Registration



1

Register your
business or
store name

2

Source
products from
the Philippines

3

Branding and
marketing your
products

4

Shipping
and
Delivery

5

Sell to your
customers in
the USA

HOW TO BE A RESELLER



WHEN CHOOSING PRODUCTS

- What are the things that interest you?
- Who do you plan to sell to?
- What products are marketable?
- Who are you competing with?

1 Register your business or store name

2 Source products from the Philippines

3 Branding and marketing your products

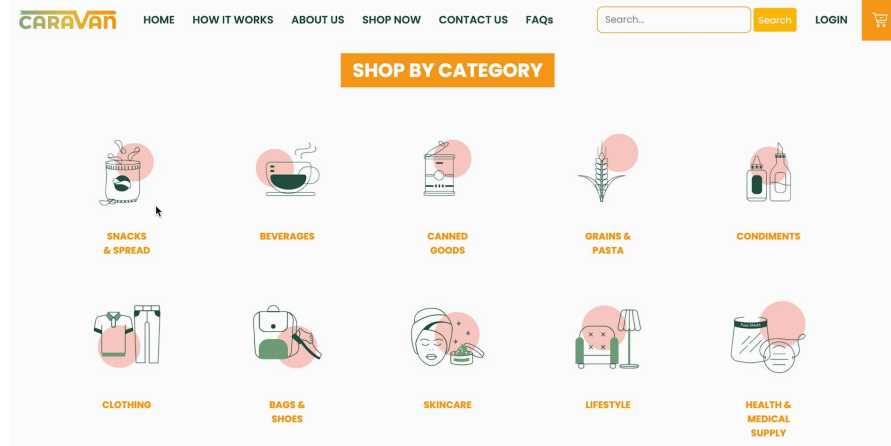
4 Shipping and Delivery

5 Sell to your customers in the USA

HOW TO BE A RESELLER



- ✓ Choose from **over 3000 products** from the PH
- ✓ Shop at **Wholesale prices**



1 Register your business or store name

2 Source products from the Philippines

3 Branding and marketing your products

4 Shipping and Delivery

5 Sell to your customers in the USA

CARAVAN

How to order?

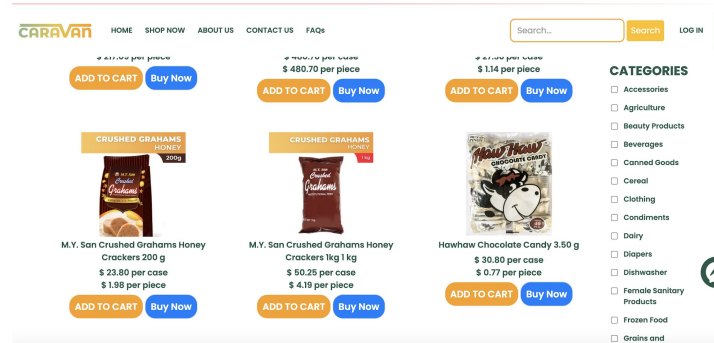
Option 1

- Buy our bundles for as low as \$229 per box



Option 2

- Buy per case from our catalog



SAMPLER BOXES

CARAVAN

Option 3

\$0



(Just pay for the \$69 shipping!)



HOW TO BE A RESELLER



Technical Requirements



Labeling



Packaging

Product Name

Product Claims

Variant and Brand

Size



1

Register your business or store name

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HOW TO BE A RESELLER

LCL is when a consolidation of goods are shipped via sea freight and loaded in to a shared container with other goods.

Door to Door Delivery



Or Pick-up at:



Shipping takes around 4-6 weeks

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Register your business or store name

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Source products from the Philippines

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Branding and marketing your products

4

Shipping and Delivery

5

Sell to your customers in the USA

HOW TO BE A RESELLER

Payment



1

Register at
1Export

2

Become
compliant with
requirements

3

Sell to
Wholesalers,
Retailers,
Resellers

4

Consolidate
and ship
products

5

Sell to your
customers in
the USA

***We make **importing** easy,
convenient, and affordable
for **you**.***

***There is a **viable**
opportunity to sell **Filipino**
products in the US market.***

MARKET SIZE



14.1 Million
Asian
Immigrants



 **Asian
Immigrants**



4.4 Million
Southeast Asian
Immigrants



2 Million
Filipino immigrants



 **Filipino
Immigrants**

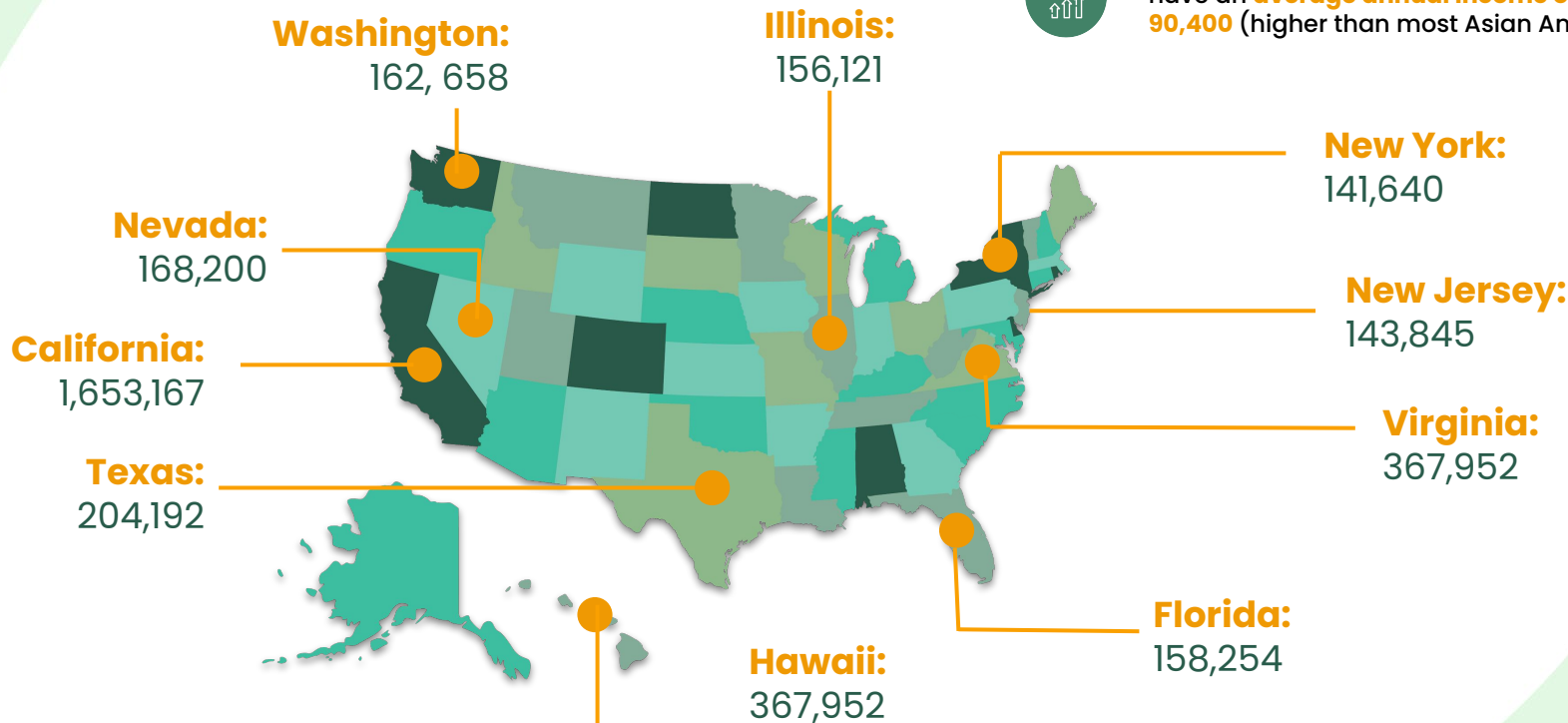


4.2 Million
Filipino Americans

MARKET SIZE



Filipino Americans (born and foreign-born) have an **average annual income of USD 90,400** (higher than most Asian Americans)



Other Market Opportunities

1

Widespread trust in Filipino businesses, and acceptance of Filipino products

Filipinos owned
193,336 firms (10.1 percent) in the USA, with receipts of **\$25.8 billion** (3.7 percent).



Other Market Opportunities

1

Widespread trust in Filipino businesses,
and acceptance of Filipino products

2

Growing popularity of
Filipino food/cuisine

The Rise of Filipino Food in the US

As the Filipino cuisine continues to gain traction, we can ride on its popularity through pushing for awareness on Filipino made snacks



TRAVEL | Try it now: the rise and rise of Filipino food

From addictively sour adobo to vibrant ube desserts, the food of the Philippines has arrived

BY JOEL PORTER
PUBLISHED 3 MAY 2019, 10:35 BST
UPDATED 5 NOV 2020, 05:27 GMT



The New York Times

Filipino Food Finds a Place in the American Mainstream

MENU



5 reasons why Filipino food is the next big thing

Discover why Pinoy food is going to be big and how you can ride on this wave.

The Rise of Filipino Food in the US

UBE as the new matcha



GRUB STREET

Is Ube the New Matcha?

By Chris Crowley



Soft Swerve's ube soft serve. Photo: Bobby Doherty/New York Magazine



A weeklong series dedicated to exploring everything that's happening in the world of ice cream right

now.

The ice cream that's swirling out of the soft-serve machine at the wildly popular Lower East Side shop Soft Swerve isn't a pale vanilla or muted chocolate. It looks nothing like what you'd get after chasing down a Mister

Softree truck or during a pit stop at Dairy Queen. It isn't even the kind of Day-Glo orange or pink you might see at some shops. Instead, it's an unmistakable shade of purple, not fake purple, more like something out of a psychedelic tableau. The striking color comes from an ingredient that's a staple in Filipino sweets, but still relatively new to American desserts: ube, the yam known for its outlandishly purple hue — an attribute that is helping propel ube's popularity on social media and has it poised to become the next big flavor.

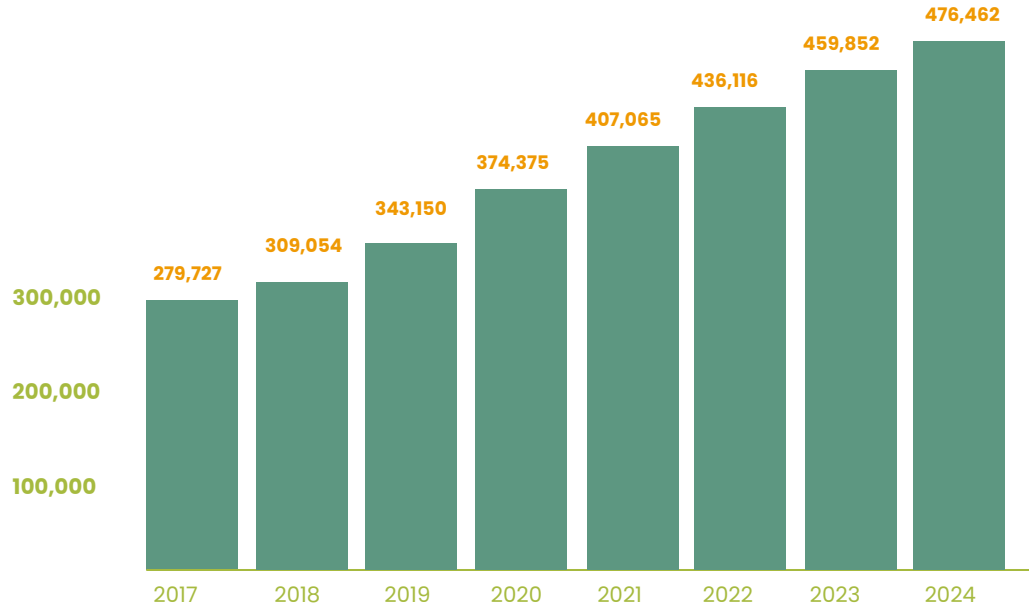


Other Market Opportunities

- 1 Widespread trust in Filipino businesses, and acceptance of Filipino products
- 2 Growing popularity of Filipino food/cuisine
- 3 Growing e-commerce penetration, especially in retail sales

Explosion of E-commerce

Retail e-commerce sales in the United States from 2017 to 2024 (*in million U.S. dollars*)



REQUIREMENTS

1

Must be at least a bonafide
US permanent resident

2

Keen to learn how to sell online
(classes on E-commerce will
be provided for free)

3

Willing to order approximately
USD250 + shipping in assorted
PH MSME products

WHY ARE WE DOING **CARAVAN**



We believe that the **products of small and medium businesses** in the Philippines are **globally competitive**.

Support small
businesses in
the Philippines

Become a
CARAVAN
Reseller

Serve the growing
Filipino communities
worldwide

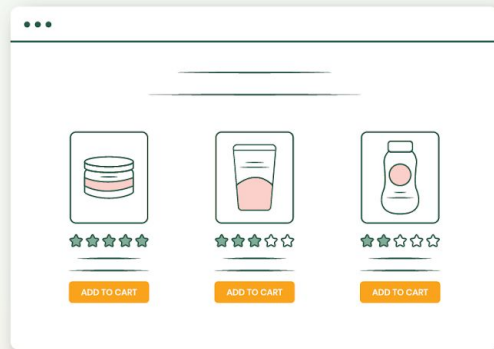
We hope to **bring Philippine products to Filipino communities worldwide, and the mainstream market.**



We believe in **providing opportunities for Overseas Filipinos.**



REGISTER FOR FREE:
caravan.lexport.net/register



EFFECTIVELY RESELL FILIPINO PRODUCTS IN THE USA MARKET

