

Export decisions essay examples

[Business](#), [Company](#)



Pneumatic Vacuum Elevators LLC designs and manufactures the Pneumatic Vacuum Elevators for residential and industrial use. The company producing these elevators is a small to medium size enterprise with its base headquarter situated in Miami, Florida in the US.

The precise elevators designed with swinging doors has potential markets across the US, Europe and Asia including Japan. Japan being its main export market has returns amounting \$5 million. The air driven elevator is manufactured in three versions currently including the wheelchair - accessible home elevator, the single and three passenger home elevators. The company also manufactures elevators for use in Yachts/Marine, Dumbwaiters, Pool lifts, and LULA/Platform lifts.

Japan has an extensive and potential market for the elevators as it is used mostly for the retrofit and new construction projects in the country. This improves and enhances the value of the home with minimal consumption of footprint unlike the traditional elevator.

The department of Commerce`s Trade Agreements Compliance Program led by the International Trade Administration`s (ITA) Market Access and Compliance (MAC) Unit work together with US companies to create, defend, and expand the market access for goods and services for these companies. The appropriate method of exporting these high-tech elevators is through shipment by use of sea as the products are in large volumes and hence convenience and minimal expenses incurred for the distribution process. The Japanese Yen and US dollar currency currently trades at 1 US\$ = 102.05123 JPY hence making it a robust and attractive market for products and services from the United States. The Company, Pneumatic Vacuum

Elevators, have a promotional mix as they use print media such as homes and real estate magazines, trade missions, trade fairs, webinars and seminars. In addition, the company increases its international visibility through the International Buyer Program and Trade fair certifications.