

**MARKET PROFILE**  
**Jute Bags and Sacks**  
**TO**  
**INDIA**



**Bangladesh**

June 2015

# Market Profile

SMEs face difficulty in identifying potential and existing export market of a particular product. As a result, with comparative advantage in terms of raw materials or labor force, SMEs are unable to exploit these advantages by targeting a prospective foreign market. Market Analysis tools of International Trade Centre (ITC) help to identify export market opportunities. It provides data and information on international trade trends, national export performance, export markets and help to analyse market in depth. SME Foundation has taken an initiative to prepare product-wise market profile using Market Analysis Tools and Market Profile Template developed by ITC. The main objective of the project profile is to guide and help the SME entrepreneurs to analyse international market of their products.

This market profile provides data, information and analysis of a exportable product which includes HS code, production, consumption, world import and export, annual growth in value and quantity, demand and supply analysis, country trade performance, Time series analysis, graphical analysis, market screening, identify potential attractive market, competitor analysis, tariff advantage in potential markets, target market selection, PEST analysis, market access (Tariff and non-tariff measures), packaging & labeling regulations, price, distribution channels, promotion, buyer list and many other issues.

Although, the material included in this document is based on data/information gathered from various reliable sources; however, it may differ from case to case. As the data are dynamic, it is changing frequently. Further study and in some cases professional advice are required before taking any decision to act upon the information. The actual results may differ substantially from the presented information due to various factors. SME Foundation does not assume any liability for any financial or other loss resulting from this document.

The annual data in this market profile is based on COMTRADE, the world's largest trade database maintained by the United Nations Statistics Division, and monthly or quarterly data are collected by ITC from national custom offices or regional organizations. The market access data is directly retrieved from the Market Access Map application.

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## Executive Summary

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This market profile reviews the **India** market for **Jute bags and sacks** and its future prospects for new suppliers entering the market. The purpose of this market profile is to guide possible new entrants into the **Jute bags and sacks** market.

As per industry estimates, India had exported about 40 million jute bags mainly to Europe in 2008-09 and the number is likely to cross 75 million by 2011-12. With the entry of big jute mills in manufacturing of the bags, the production of the item, which is mainly in the micro and small enterprises, has picked up substantially in a couple of years.

The demand for **Jute bag and sacks** has been increased. Annual growth of world import is increased by 3% between 2010-14. India, Indonesia, USA and Belgium are the largest importer of this product.

Bangladesh already exports this product. Export earnings from Jute bag and sacks was 67 million US\$, Quantity: 72922 tons 2014 and 2<sup>nd</sup> position in the world. World market share is 24.63%.

The major importing countries are: India, USA, Belgium, Netherlands and so on.

India, USA, Belgium and Netherlands are the attractive markets for the Jute bags and sacks exported by Bangladesh. Among these countries, India has been selected as target market for this market profile for the following reasons:

- India is the 1<sup>st</sup> largest importing market of jute bag and sacks commanding 20.6% share of world imports.
- India is the 1<sup>st</sup> largest importer of this product from Bangladesh (47.4% share in Bangladesh's export).
- India is a growing market for Bangladeshi jute bag and sacks
- There is a prospect for market diversification of Bangladeshi jute bag and sacks in the India market (bubble graph, Bar chart).
- Tariff applied by India to Bangladesh is 4.0% (Preferential tariff for Least Developed Countries) for this product.

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## A. Product Description

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This market profile illustrates the India market for **Jute bags and sacks** is intended for the use of producers and exporters of **Jute bags and sacks** in Bangladesh.

### A.1 Definition and description of product and its application(s)

1. Either of two Asian plants (Corchorus capsularis or C. olitorius) yellow a fiber used for sacking and cordage.
2. The fibre obtained from plants.
3. (Plants) this fibre, used in making sacks, rope, various bags etc

### **Product Groups**

Shoe Bag, Hobo Jute Bag, Shoulder jute bag, Backpack jute bag, Twill Large Jute Bag/Sack, Food grade jute bag, Lady's Purse, Handbags, Wallets, Tote Bags, Wine Bottle Bags.

### **Uses**

1. Jute bags are widely used for various food grains and cash crops packing by agro based industries.
2. Jute sacking bags are commonly used to pack rice, wheat, maize, sugar, coffee bean and cocoa bean, etc.
3. Jute hessian or burlap bags are used to pack potato, onion, garlic, ginger, pea, vegetable bean, lentil, mustard seed, tea, raw cotton fiber and fish, etc.

### **HS code**

Specific codes to identify the product category are as follows:

HS (Harmonized System) Code<sup>1</sup>:

4-digit HS: 6305                      6-digit HS: 630510

### **A.2 Production**

#### **World production**

India, Pakistan, and China import significant quantities of jute fiber and products from Bangladesh, as does the United Kingdom, Japan, United States, France, Spain, Ivory Coast, Germany and Brazil.

Top ten jute and jute product producers — 2011[11]









<b><u>Country</u></b>	<b><u>Production (Tonnes)</u></b>
India	1,924,326
Bangladesh	1,523,315
People's Republic of China	43,500
Uzbekistan	18,930
Nepal	14,418
Vietnam	8,304
Myanmar	2,508
Zimbabwe	2,298
Thailand	2,184
Egypt	2,100
World	3,583,235

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<sup>1</sup> HS Codes are internationally standardized names and numbers that classify traded products that are developed and maintained by the World Customs Organization (WCO). The WCO is an independent organization of 160 countries based in Brussels, Belgium. The HS system represents almost 98 percent of world trade, which includes 200 countries. [www.wcoomd.org](http://www.wcoomd.org)

## A.2 Bangladesh production

Bangladeshi jute are traditionally being used in both packaging of food grade materials and industrial packaging. it also used for various kind of shopping bags, promotional bags and geo-textiles.

Country	Production (Tonnes)
 India	1,924,326
 Bangladesh	1,523,315
 People's Republic of China	43,500
 Uzbekistan	18,930
 Nepal	14,418
 Vietnam	8,304
 Myanmar	2,508
 Zimbabwe	2,298
 Thailand	2,184
 Egypt	2,100
<b>World</b>	<b>3,583,235</b>

Source: <https://en.wikipedia.org/wiki/Jute>

## A.3 Consumption

There is demand for 1.5 lakh jute sacks a day in the city to pack refined sugar, flour and poultry feed. Bangladesh exports about 20 lakh bales (1 bale equals 180 kg) a year as raw jute out of an annual production of 60-65 lakh bales. The rest raw jute is used in local factories to make yarn and jute goods.

Source: <http://www.thedailystar.net/news-detail-209843>.

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## B. Global Trade Overview

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### **B.1 World Trade characteristics for selected product**

#### **B.1.1 How much in total of this product is imported in the world in 2014?**

Value imported in 2014 (USD thousand)      **252,575**

#### **B.1.2 How much in total of this product is exported to the world in 2014?**

Value exported in 2014 (USD thousand)      **272,197**

#### **B.1.3 Have the world imports grown or declined in the last 5 years? Annual growth in value between 2010-2014 (%)**

➤ Annual growth in value between 2010-2014 is 3%.(its low but positive)

#### **B.1.4 Is there a difference between the world's growth rate in value and world's growth rate in quantity?**

➤ N/A

#### **B.1.5 Approximately how many countries import and export the selected product?**

➤ Approximately 186 Countries import and 109 export of the product

### **B.2 World imports characteristics:**

#### **B.2.1 which countries are the 3 largest importers (in value in 2014) of the product?**

Ranking	Importers	Share in World Imports, %
1	India	20.6
2	Ghana	10.1
3	Sudan(North South)	10.1

#### **B.2.2 What share of world total imports do the 3 main importers make up together? 60.8%**

#### **B.2.3 Does this indicate that the world demand for this product is concentrated?**

Yes its over 50%

#### **B.2.4 Among the list of top 20 importers (in value) in 2014 is there country for which the trade balance (in value) is positive in 2014. Please account for the possible reasons that could explain this difference.**

➤ Name of the countries: India, Netherlands, United Kingdom

➤ Reason:

➤ Exports > Imports

**B.3 World Exports characteristics:**

**B.3.1 Which countries are the 3 largest exporters (in value in 2014) of this product? What is the value of their exports?**

Ranking	Exporters	Share in World Exports, %
1	India	37.6
2	Bangladesh	24.6
3	Nepal	8.4

**B.3.2 What share of world total exports do the 3 main exporters make up together?**

70.6%

**B.3.3 Does this indicate that the world supply for this product is concentrated?**

Yes



## C. Country trade performance for your selected product

### C.1 Bangladesh's export performance for selected product in the world market

#### C.1.1 Does Bangladesh already export this product? YES

If yes, what is Bangladesh's ranking in world exports and world market share of this product in 2014?

Ranking: 2                      World Market Share: 24.63%

#### C.1.2 How much in total of this product is exported by Bangladesh to the?

67 million US\$

Quantity: 72922 tons

#### C.1.3 Is Bangladesh winning or losing market share in the world market?

- Bangladesh is losing market share in the world market. Annual growth rate (in value) of Bangladesh was -2 % in 2010-2014 while world average growth rate was 3 %.

#### C.1.4 who are the three biggest importers for your product in 2014?

1. India 2. Indonesia 3. Belgium

Importers	Trade Indicators												
	Exported value 2014 (USD thousand)	Trade balance 2014 (USD thousand)	Share in Bangladesh's exports (%)	Exported quantity 2014	Quantity unit	Unit value (USD/unit)	Exported growth in value between 2010-2014 (% p.a.)	Exported growth in quantity between 2010-2014 (% p.a.)	Exported growth in value between 2013-2014 (% p.a.)	Ranking of partner countries in world imports	Share of partner countries in world imports (%)	Total import growth in value of partner countries between 2010-2014 (% p.a.)	Tariff (estimated) faced by Bangladesh (%)
Total	67039	66891	100	72922	No quantity	919	-2	-4	-44		100	3	
India	31802	31801	47.4	40644	Tons	782	-8	-10	-35	1	20.6	-9	4
Indonesia	6764	6764	10.1	9073	Tons	746	-9	0	-26	6	3.5	-8	5
Belgium	5198	5198	7.8	3099	Tons	1677	-2	-1	-36	9	2.5	-6	0
Netherlands	3314	3314	4.9	2049	Tons	1617	-10	-9	-26	8	3	-3	0
Uganda	2070	2070	3.1	2181	Tons	949	9	14	-8	18	1.3	0	45
United States of America	1717	1717	2.6	1509	Tons	1138	-4	-1	21	4	4.3	4	0
Thailand	1355	1355	2	2435	Tons	556		2	-95	7	3.2	247	10
Germany	1251	1251	1.9	655	Tons	1910	-4	-6	40	10	2.3	0	0
France	1153	1153	1.7	654	Tons	1763	-3	-2	7	17	1.3	-5	0
China	995	995	1.5	615	Tons	1618	36	30	109	42	0.4	35	0

## C.2 Tariff faced by Bangladesh in the world

Geographical distribution for tariffs applied by all importing countries to **Bangladesh**

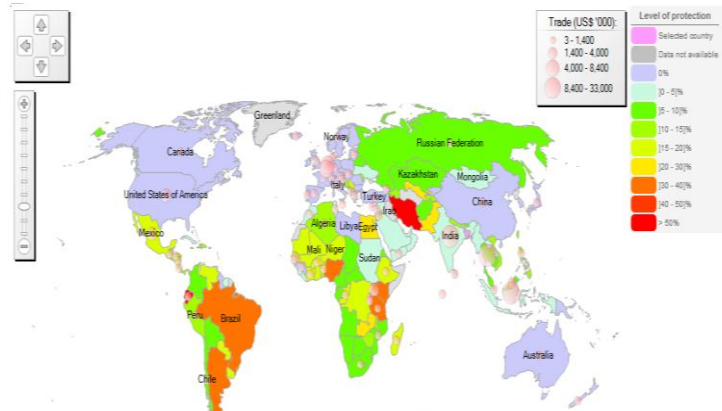
Product: **630510 - Sacks&bags,for packg of goods,of jute or of other textile bast fibres**

Trade year: **2013**

Applied tariff data source: **ITC (MacMap) complemented by WTO (IDB)**

Trade data source: **ITC Normalized trade matrix**

AVE Methodology: **AVE based on the World Tariff Profile (WTP)**



## Time Series Data

List of importing markets for a product exported by Bangladesh <sup>i</sup>  
 Product: 630510 Sacks&bags,for packg of goods,of jute or of other textile bast fibres

Unit: US Dollar thousand

Table | Graph | Map | Companies

Download: [Icons] Time Period (number of columns): 5 per page Rows per page: Default (25 per page)

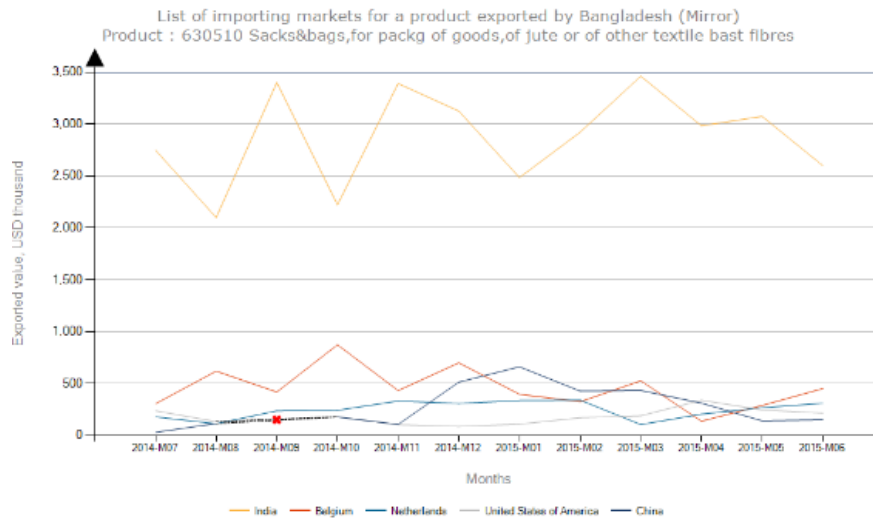
Bilateral & digits	Importers	Exported value in 2007	Exported value in 2008	Exported value in 2009	Exported value in 2010	Exported value in 2011*
	World	82,305	106,405	115,633	132,699	167,862
<input type="checkbox"/>	<a href="#">India</a>	21,359	25,380	53,850	49,970	56,835
<input type="checkbox"/>	<a href="#">Sudan (North + South)</a> <sup>i</sup>	14,838	20,493	21,404	34,380	31,169
<input type="checkbox"/>	<a href="#">Belgium</a>	1,227	3,582	3,018	5,742	7,177
<input type="checkbox"/>	<a href="#">Indonesia</a>	8,268	7,390	9,394	10,310	7,149
<input type="checkbox"/>	<a href="#">Netherlands</a>	4,849	3,859	1,571	2,198	4,986
<input type="checkbox"/>	<a href="#">Thailand</a>	73	593	4,274	18	4,916

### C.3 Graphic Analysis

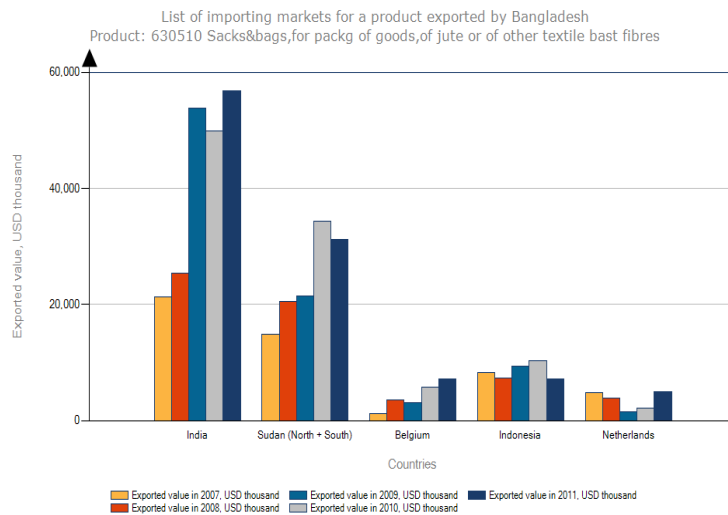
Graph: curve on exported value

Country:5

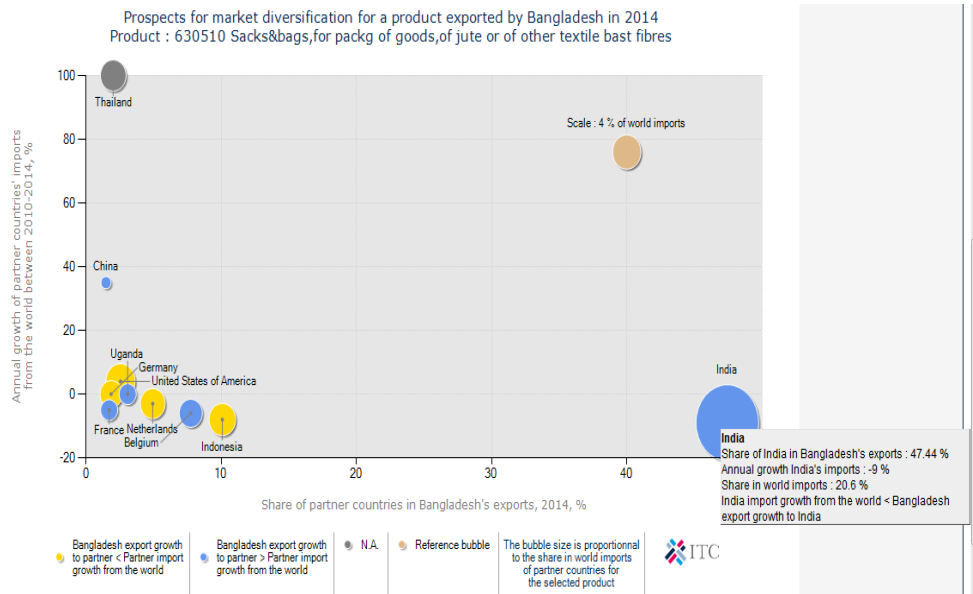
From Mo7-y2014 to Mo6-y2015



### Bar chart



## Bubble graph



### Note:

When Bangladesh export growth to partner < Partner import growth from the world That means Bangladesh is losing market share in partner countries

## D. Market screening

Which importing countries have the highest imported value in 2014? And what are their respective annual growth rates in value and in quantity between 2010 and 2014, share in world import and Average tariff?

Sl	Importing country	Imported value in 2014 (millions USD)	Annual growth in value between 2010-2014, %"	Annual growth in quantity between 2010-2014, %"	Share in World Imports (%)	Average tariff (estimated) applied by the country (%)
1	India	51	-9	-7	20.6	9.4
2	Ghana	25	12	19	10.1	18.8
3	Sudan (North + South)	11	29	52	4.7	2.6
4	United States of America	10	4	4	4.3	0.1
5	Côte d'Ivoire	9	21	18	3.6	20
6	Indonesia	8	-8	-4	3.5	4.8
7	Thailand	8	247	224	3.2	9.4
8	Netherlands	7	-3	-3	3	0.9
9	Belgium	6	-6	-3	2.5	0.9
10	Germany	5	0	2	2.3	0.9

Which countries would you consider as potential attractive markets for the Jute handbag and sacks exported by Bangladesh?

1. India
2. USA
3. Belgium

## **D.1 Identify attractive potential markets**

### **D.1.1 Which are three attractive markets for exporting this product?**

	Target Country	Value Imported (million \$)	Unit Value (US\$/unit)	Annual Growth Rate in value 2010-14 (%)	Annual Growth Rate in quantity 2010-14 (%)	Share in World Imports (%)	Average tariff (estimated) applied by the country (%)
1	India	51,920	793	-9	-7	20.6	9.4
2	USA	10,930	1,765	4	4	4.3	0.1
3	Belgium	6,222	1,718	-6	-3	2.5	0.9

### **D.1.2 Who would be your main competitors in these countries and why?**

	Target Country	Your country's main competitor in target market	Market Share in 2014 (%)	Gaining or losing market shares
A	India	Nepal USA Malaysia	8.4% 1.8% 0.5%	losing by -15% Gaining by 83% Gaining by 4%
B	USA	India China Indonesia	37.6 % 2.6 % 0 %	Gaining by 3 % Gaining by 11 % Gaining by 21 %
C	Belgium	Netherlands China India	3.4 % 2.6% 37.6 %	losing by -6 % losing by -13% losing by -30%

### **D.1.3 Identify the tariffs and tariff advantages in your potential markets?**

Identify the **tariffs** and **trade regimes** that Bangladesh faces in the three attractive markets identified in the last section (question B.3.1)

	Target Country	Trade Regimes	Tariffs applied
A	India	MFN duties (Applied) Preferential tariff for SAFTA(LDC) countries	10.00% 4.0%
B	USA	MFN duties (Applied)	0%
C	Belgium	- Preferential tariff for Least Developed Countries	0%

(Data source: ITC MACMap Year: 2009)

**Do you have tariff advantage advantages/disadvantages vis a vis your main competitors in the three target markets?**

	Target Country	Competitors	Tariffs faced by competitors average
A	India	Nepal -Preferential tariff for SAFTA(LDC) countries	4.00%
		Preferential tariff for Nepal	0%
		USA-MFN duties (Applied)	10.00%
		Malaysia-MFN duties (Applied)	10.00%
B	USA	India-MFN duties (Applied)	0%
		China-MFN duties (Applied)	0%
		Indonesia-MFN duties (Applied)	0%
C	Belgium	Netherlands-European Union rate	0%
		China-MFN duties (Applied)	2.00%
		Indi-Preferential tariff for GSP countries	1.60%

## **D.2 Target Market Selection**

**Taking into consideration the trade patterns that you observed in the last section and the market access considerations that you just reviewed, which of these countries should you select as a target market for this Market Profile and why?**

- Target market is: **India**
- Comments:
  - India is the 1<sup>st</sup> largest importing market of jute bag and sacks commanding 20.6% share of world imports.
  - India is the 1<sup>st</sup> largest importer of this product from Bangladesh (47.4% share in Bangladesh's export).
  - India is a growing market for Bangladeshi jute bag and sacks
  - There is a prospect for market diversification of Bangladeshi jute bag and sacks in the India market (bubble graph, Bar chart).
  - Tariff applied by India to Bangladesh is 4.0% (Preferential tariff for Least Developed Countries) for this product.

## E. PEST Analysis

POLITICAL	ECONOMIC																												
<ul style="list-style-type: none"> <li>▪ India, officially known as the Republic of India.</li> <li>▪ The political environment is greatly influenced by factors such as government's policies, politician's interests, and the ideologies of several political parties.</li> <li>▪ The business environment in India is affected by multivariate political factors.</li> <li>▪ The taxation system is well-developed and several taxes, such as income tax, services tax and sales tax are imposed by the Union Government.</li> </ul>	<ul style="list-style-type: none"> <li>▪ The country registered a GDP of \$5.07 trillion in 2013 following a further improved GDP growth rate of 5% in 2014 as compared to 4.35% in 2013.</li> </ul> <p style="font-size: small; margin-top: 10px;">Figure 1: Summary of Economic Indicators: U.S. CIA World Rankings.</p> <table border="1" style="width: 100%; border-collapse: collapse; font-size: x-small;"> <caption>Economic World Rankings</caption> <thead> <tr> <th></th> <th>India</th> <th>China</th> <th>United States</th> </tr> </thead> <tbody> <tr> <td>Exports</td> <td>22</td> <td>2</td> <td>4</td> </tr> <tr> <td>Imports</td> <td>14</td> <td>4</td> <td>2</td> </tr> <tr> <td>Reserves of foreign exchange and gold</td> <td>6</td> <td>1</td> <td>17</td> </tr> <tr> <td>External Debt</td> <td>27</td> <td>23</td> <td>1</td> </tr> <tr> <td>Direct Foreign Investment at home</td> <td>24</td> <td>11</td> <td>1</td> </tr> <tr> <td>Direct Foreign Investment abroad</td> <td>25</td> <td>15</td> <td>1</td> </tr> </tbody> </table>		India	China	United States	Exports	22	2	4	Imports	14	4	2	Reserves of foreign exchange and gold	6	1	17	External Debt	27	23	1	Direct Foreign Investment at home	24	11	1	Direct Foreign Investment abroad	25	15	1
	India	China	United States																										
Exports	22	2	4																										
Imports	14	4	2																										
Reserves of foreign exchange and gold	6	1	17																										
External Debt	27	23	1																										
Direct Foreign Investment at home	24	11	1																										
Direct Foreign Investment abroad	25	15	1																										
SOCIAL	TECHNOLOGICAL																												
<ul style="list-style-type: none"> <li>▪ India has a population of more than 1.2 billion people with about 70% between the ages of 15 and 65. These structures contain varying flexibility, in education, work attitudes, income distribution, and so on.</li> <li>▪ India ranked 128 the out of 177 countries in human development The major concerns for the country include :               <ol style="list-style-type: none"> <li>1. establishing an effective and affordable healthcare system,</li> <li>2. ensuring an adequate supply of safe drinking water,</li> <li>3. Controlling communication diseases</li> <li>4. improving the education system,</li> <li>1. specifically the literacy rates.</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>▪ India is served with both 3G and 4G technology which has facilitated several of their technological projects. Furthermore, the country also possesses one of the strongest IT sectors in the world,</li> </ul> <p style="font-size: small; margin-top: 10px;">Figure 2: Comparison of U.S. CIA world rankings for transportation systems.</p> <table border="1" style="width: 100%; border-collapse: collapse; font-size: x-small;"> <caption>World Rankings in Transportation Systems (Quantity)</caption> <thead> <tr> <th></th> <th>India</th> <th>United States</th> <th>China</th> </tr> </thead> <tbody> <tr> <td>Airports</td> <td>23</td> <td>1</td> <td>15</td> </tr> <tr> <td>Railways</td> <td>4</td> <td>1</td> <td>3</td> </tr> <tr> <td>Roadways</td> <td>3</td> <td>1</td> <td>2</td> </tr> <tr> <td>Waterways</td> <td>9</td> <td>4</td> <td>1</td> </tr> <tr> <td>Merchant Marine</td> <td>29</td> <td>26</td> <td>3</td> </tr> </tbody> </table>		India	United States	China	Airports	23	1	15	Railways	4	1	3	Roadways	3	1	2	Waterways	9	4	1	Merchant Marine	29	26	3				
	India	United States	China																										
Airports	23	1	15																										
Railways	4	1	3																										
Roadways	3	1	2																										
Waterways	9	4	1																										
Merchant Marine	29	26	3																										

Source: [www.wbiworldconpro.com/uploads/dhaka-conference-2013/management/1387273345\\_404-Saeed.pdf](http://www.wbiworldconpro.com/uploads/dhaka-conference-2013/management/1387273345_404-Saeed.pdf)



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## F. People & Product

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Indian basically used jute to pack cement, sugar and other agro based bulky items. Bags capacity ranges from 25 - 100 Kgms.

For the storage of agro -based product, special hydrocarbon free bags are available. These product can be kept for longer period in these special hydrocarbon free bags.

Indian loves used various diversified jute geo-textiles to high value Carpet, decorative, apparels, composite, upholstery furnishing etc.

**They are also used jute product as:** Jute Hand Bags, Jute Beach Bags, Jute Shopping Bags, Jute Christmas Bags, Jute Wine Bottle Bags, Jute Sling Bags, Jute Promotional Bags, Jute Sacking Bag , Jute Shoulders Bags, Jute Gift Bags

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## G. Permission: Market Access

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### G.1 Tariffs

#### India

	Market share	Tariff (estimated applied by Germany %)	Tariffs faced	Total ad valorem equivalent Tariff	Trade Regime	
Bangladesh	47.4	4.00%	4.00%	4.00%	Preferential tariff for Least Developed Countries	
<<Bangladesh's>> main competitors in target market	Market share	Tariff (estimated applied by Germany %)	Tariffs faced by competitors	Total ad valorem equivalent Tariff	Trade Regime	Tariff advantage for Bangladesh (yes or no)
1. Nepal	99.3	4.00%	4.00%	4.00%	Preferential tariff for SAFTA(LDC) countries	
2. USA	1.3	10.00%	10.00%	10.00%	MFN duties (Applied)	
3. Malaysia	2.3	10.00%	10.00%	10.00%	MFN duties (Applied)	

### G.2 Non-tariff measures

Technical barriers to trade

Important link: <http://exporthelp.europa.eu/thdapp/index.htm>

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## H. Packaging and Labelling Regulations

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### Packaging and labelling regulation in India

**Packaging** All pre-packaged commodities imported into India must carry the following **declarations on the label:**

1. Name and address of the importer,
2. Generic or common name of the commodity packed,
3. Net quantity in terms of standard unit of weights and measurement,
4. Month and year of packing in which the commodity is manufactured, packed or imported,
5. The maximum retail sales price (MRP) at which the commodity in packaged form may be sold to the end consumer.

### Languages Permitted

**On Packaging and Labeling** : English and/or Hindi.

### Unit of Measurement

: All imported goods as well as transport documents must show standard units of measurement and weight.

### Mark of Origin "Made In"

: Not mandatory, except in the case of foodstuffs and drinks and also where preferential import duties are claimed.

### Labeling Requirements

: The packaging and Labeling requirements for packaged food products is laid down in the Part VII of the Prevention of Food Adulteration (PFA) Rules, 1955, and the Standards of Weights and Measures (Packaged Commodities) Rules of 1977.

### Specific Regulations:

In specific cases, the product label also has to contain:

- The purpose of irradiation and license number in case of irradiated food
- Extraneous addition of coloring material
- Non-vegetarian food – must have a symbol of a brown color-filled circle inside a brown square outline prominently displayed on the package
- Vegetarian food must have a similar symbol of green color-filled circle inside a square with a green outline prominently displayed

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## I. Price

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**Consumer prices:** Average prices of various types of footwear, €

Light Cees <b>Jute Bag</b>	US \$0.88-0.89 / Bag ( <i>FOB Price</i> ) 16000 Pieces ( <i>Min. Order</i> )
<b>Recycle jute shopping bag</b>	1000 Pieces ( <i>Min. Order</i> )
<b>Sack jute bag for packing</b>	<b>Price:</b> US \$1.5 - 3 / Piece <b>Minimum order quantity:</b> 1000 Piece/Pieces
<b>Standard B. Twill 100 kg Jute gunny Bags (Food grade &amp; Regular) - for rice, wheat, corn, coffee, cocoa</b>	US \$0.9-0.95 / Bag ( <i>FOB Price</i> ) Twenty-Foot Container ( <i>Min. Order</i> )
<b>TB101, LIVEGREEN Jute beach bag with leather handle</b>	US \$0.5-2 / Piece ( <i>FOB Price</i> ) 500 Pieces ( <i>Min. Order</i> )
<b>Jute Bag/Sacks for Cotton Packing</b>	11000 Bags ( <i>Min. Order</i> ) US \$1-2 / Bag ( <i>FOB Price</i> )
<b>Jute Hand Bag</b>	10000 Pieces ( <i>Min. Order</i> ) US \$0.99-1.99 / Piece ( <i>FOB Price</i> )
<b>Wine Bag</b>	1000 Pieces ( <i>Min. Order</i> ) US \$1.5-3.5 / Piece ( <i>FOB Price</i> )

Source: Allibaba.com, Allbiz

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## J. Placement: Distribution Channels

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### **Main Distribution channel of this Jute product: Whole seller**

Location of business:

- Near by the side of river for climatic condition,
- Available source of raw jute,
- Transportation,
- Available Energy ,
- Availability of skilled and non-skilled labor and technically qualified and trained managers
- Using agents, wholesalers and importers to access the India market.

Sources: <http://asiajute.com/wp-content/uploads/2013/09/Business-Profile-Asia-Jute.pdf>

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## K. Promotion

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### Trade Fairs

The main trade fair & Exhibition for the jute bags and sacks industry in India are:

- ❖ **Anteprima (Leather Fair ) takes place in Milan, Italy at Fiera Milano City. (<http://www.tofairs.com/expo.php?fair=101795>):**  
This event showcases products like small leather goods, handbags and briefcases, fashionable handbags, footwear, travelware, leather garments, fashion accessories and lifestyle products etc. in the Leather & Leather Products industry.
- ❖ **Lineapelle is a 3 day event being held at the FIERAMILANO RHO in Rho, Italy.:**  
This event showcases product from Industrial Products, Leather & Leather Products, Lifestyle & Fashion industries.

*Important fair link: <http://www.aefi.it/Aefi/site/en/index>*

### Trade associations

National Association of Italian Manufacturers of Footwear, Leather Goods, Tanning Machines and Accessories

P.O. Box 73 PTB, Via Matteotti 4/A  
27029 Vigevano ( PV) – Italy  
ph. +39 0381 78 883  
[info@assomac.it](mailto:info@assomac.it)  
[www.assomac.it](http://www.assomac.it)

*Association Link: <http://www.italtrade.com/countries/links/links31.htm>*

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## L. Potential Prospects

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SI	Organization	Country	Contact no.	Website
1.	Atasi Impex	Mumbai, India	<b>Phone:</b> 91 22 28788173 <b>Fax :</b> 91 22 28788174 Executives- Vishnu Chowdhary (Partner)	----
2.	Cheviot Company Ltd	India, Kolkata	<b>Phone :</b> 91 33 32919624 <b>Fax :</b> 91 33 22172488 Executives- H. V. Kanoria (Proprietor)	<a href="http://www.groupcheviot.net">http://www.groupcheviot.net</a>
3	Goyal Agencies	India, New Delhi	<b>Phone :</b> 91 11 23969782 <b>Fax :</b> 91 11 27942046 Executives- Sunita Devi Goyal (Partner)	-----
4.	Mohan Jute Mills Ltd	India, Kolkata	<b>Phone :</b> 91 33 22172479 <b>Fax :</b> 91 33 22497393 Executives- Ajit Kumar Dutta (MD)	<a href="http://www.mohanjute.com">http://www.mohanjute.com</a>
5.	N A Enterprises	India, Gurgaon	<b>Phone :</b> 91 0124 4074347 <b>Fax :</b> 91 0124 4074347 Executives- Amol Kolhatkar (CEO)	<a href="http://www.naenterprises.in">http://www.naenterprises.in</a>