

MARKET SURVEY AND MARKETING CAMPAIGN: THE CASE OF THE CHILEAN AVOCADO IN THE UK

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The development of an export market must be based on knowledge about consumers, their perceptions and purchasing behaviours, as well as a good understanding of the distribution channels that allow the effective flow of products from exporters to final consumers.

The knowledge on the above-mentioned allows assigning promotion resources and public relations in actions of greater impact on consumers, permitting the increase of sales of products in that market.

This presentation will cover the case of Chilean avocados in the United Kingdom, where a market survey was made during the first half of 2005; whereas during the second half, a promotion campaign and public relations were carried out, which were repeated in 2006. The exports to that market increased significantly; today they are considered as an interesting European destination for the industry of Chilean avocados.