TRIDGE

SOLUTION MANUAL

# TRIDGE EYE Solution Manual



**Data-Driven Situational Negotiation Guide for Purchasing and Sourcing Practitioners**

**Persona A.  Sourcing Specialist**

**Persona B.  Corporate Strategist**

**Persona C.  Global Sales Architect**

v1.2 | 2026.03

# Before using this guide

To use this manual effectively, you must first clearly identify your role (Persona) and your current situation (Route). Please answer the two questions below and proceed to the corresponding chapter.

## Step 1. What kind of user are you?

| Your situation | Key role | Persona |
|---|---|---|
| • Negotiations with suppliers are in progress or scheduled.<br>• Prices fluctuating due to geopolitical issues<br>• New trading partner verification required | • Daily market monitoring (price fluctuations)<br>• Supplier negotiation and verification | **Person A<br>Sourcing Specialist<br>(Procurement & Sourcing Practitioner)** |
| • Preparation for executive reporting and decision-making<br>• Mid-to-long-term portfolio planning<br>• Risk Scenario Modeling | • Business strategy development<br>• Risk Scenario Modeling<br>• Identification of new business opportunities and feasibility verification | **Persona B<br>Corporate Strategist<br>(Strategic Planning & C-Level)** |
| • Entry into new export markets<br>• Competitor analysis required<br>• New buyer discovery | • New market development and targeting<br>• Competitive Analysis (Competitor Supply Chain)<br>• Buyer identification and sales execution | **Person C<br>Global Sales Architect<br>(Export/Overseas Sales Manager)** |

## Persona A's Mission

- Responding to Supplier's Official Price Hike Notice — Verifying the Validity of the Supplier's Rate Increase and Establishing Negotiation Standards Compared to Market Averages
- Responding to abrupt unit price fluctuations due to geopolitical issues — Fact-checking the reasons for price increases, identifying the persistence of the issues
- Annual Unit Price Negotiation — Establishing a Basis for Negotiation, Identifying Benchmarking Points for Competitors and Partners
- New Partner Discovery and Verification — Risk Prediction and Reliability Assessment of New Suppliers

| Solutions from Tridge Eye |
| --- |
| ✅ Securing Negotiation Evidence (data-driven) |
| ✅ Early Risk Detection (geopolitical issues) |
| ✅ Trusted Partner Discovery (verified business partners) |
| ✅ Annual Negotiation Strategy Development |

## Persona B's Mission

- Mid-to-Long-Term Product Portfolio Strategy — Establishing the Next 3-Year Portfolio / Potential for Entry into Rapidly Growing New Markets
- Mid-to-long-term price competitiveness against global geopolitical issues — Establishing risk hedging/decoupling strategies
- New Product Planning and New Market Entry Strategy — Identifying Opportunities in Global Trends, Analyzing New Market Demand and Competitors

| Solutions from Tridge Eye |
| --- |
| ✅ Global Market Trend Analysis (Rising Keywords, Demand Map) |
| ✅ Geopolitical Risk Scenarios (Climate Risk, Trade Data) |
| ✅ Quantification of New Product Market Opportunities (Import Volume, Growth Rate) |
| ✅ Data Refinement for CEO Reporting |

### Persona C's Mission

- Identifying new export target countries — Discovering markets with potential for high value-added creation
- Competitor Supplier Analysis — Identifying Competitors' Supply Chains and Missed Opportunities
- Identifying New Buyers — Assessing the Local Purchasing Power and Market Size of Promising Clients
- Analysis of Export Specifications and Current Status — Review and Reinforcement of Company Export Specifications

| Solutions from Tridge Eye |
|---|
| ✅ Identifying High-Growth Markets (Global Demand Map) |
| ✅ Competitor Trading Analysis (Trade Data, B/L) |
| ✅ Securing Local Buyer Information (Verified Contacts) |
| ✅ Export Pricing Strategy (Price Discovery by Country) |

## Step 2. What is the current situation? (Select route)

| Applicable Situation | Intended Users | Route | Est. Time |
|---|---|---|---|
| • Currently on a call with a supplier<br>• An issue just arose<br>• Need to quickly verify "facts" | • Purchasing Manager: Negotiating with supplier<br>• Strategist: Urgent market signal<br>• Sales Manager: In a buyer meeting | **Route A (Quick check)** | Approx. 5 min |
| • In supplier negotiations<br>• Requires reporting to superior<br>• Need evidence via email or materials during negotiation | • Purchasing Manager: Negotiation preparation<br>• Strategist: CEO report preparation<br>• Sales Manager: Drafting sales proposal | **Route B (Detailed Analysis)** | Approx. 20 min |

## Step 3. Checklist of items to prepare before using the guide

### Required Preparations

- ☐ Prepare Tridge Eye login ID / password
- ☐ Clearly define the product names to be analyzed (e.g., Fresh avocado 25s, Frozen strawberry puree 2KG, etc)
- ☐ Clear Reasons for Analysis: Identification of production site issues / Discovery of alternative production sites / Price competitiveness quotations / Verification of specific suppliers / Preparation for annual negotiations

### Securing Analytical Information

- ☐ Check product HS Code (e.g., Avocado = 0804.40 → Check after searching on the Tridge Eye Market List)
- ☐ Detailed specification definition — Variety, Grade, Size/Packaging (e.g., Mexican Hass, Grade A, 5KG Box)
- ☐ Summary of Comparison Conditions — Current Purchase Unit Price (USD FOB), Season, Incoterms (FOB/CIF/DAP), Target Country, Monthly Required Volume (tons) (e.g., $2.28/kg FOB, Year-round, 50 tons/month)

### Define Objectives

- ☐ Route A: "Do we really need to raise the price?" / "Can we trust this supplier?" / "Does this issue affect us?"
- ☐ Route B: "Need to refine the basis for negotiation" / "Need data to report to superiors" / "Need proof of reliability to recommend this supplier to the team"

**Preparation Complete!**

# Chapter 1. Unit Price Competitiveness & Negotiation Leverage

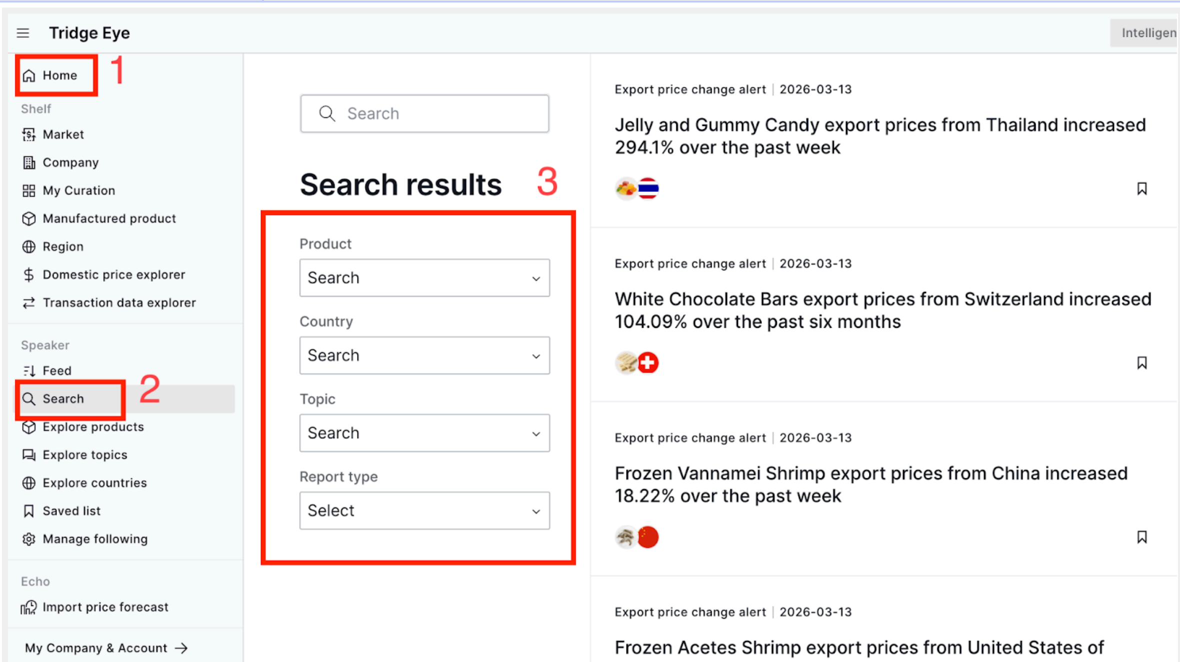
## 1.1 Verifying Origin Price Increase Factors & Issues

> When a supplier notifies a unit price increase, quickly verify alignment with market issues through Speaker Feed.

**Common application** Applicable to Both Route A & B

**Navigation path Home > Speaker > Search > Enter field values such as target items, countries, and topics of interest**

| | | |
|---|---|---|
| 1 STEP | **Issue consistency verification** | • Verify whether the issue aligns with your current situation.<br>• Example issues: price increase, shipping schedule delay, etc. |



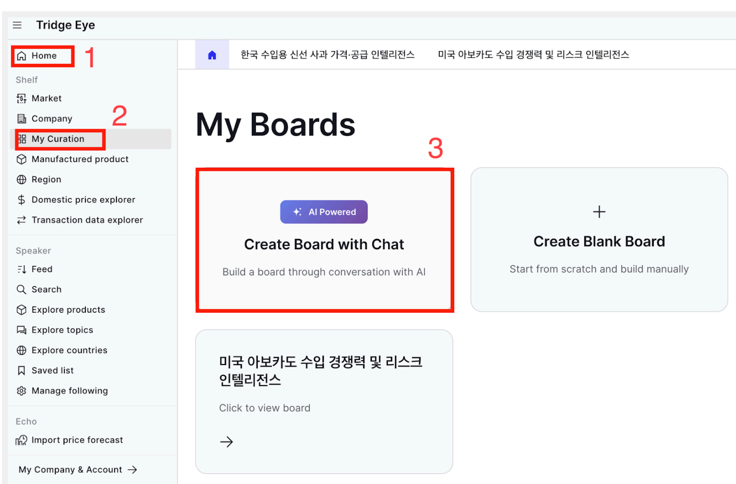
# 1.2 Diagnosing Procurement Competitiveness Against Market Averages

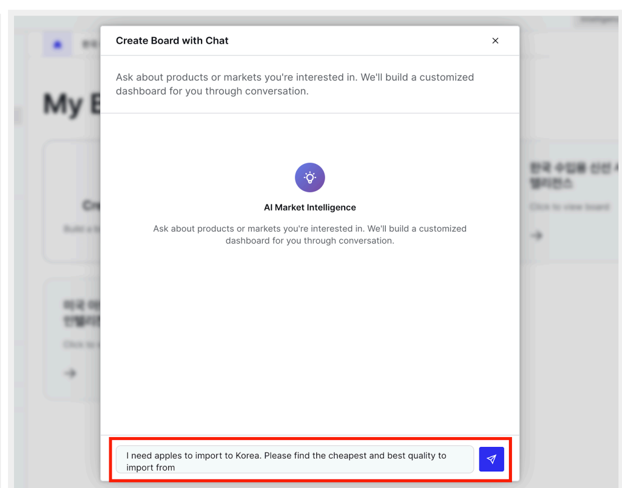
Utilize Shelf Marker and Book functions to diagnose the market position of your purchase unit prices and evaluate competitiveness by supplier.

## Route A | Quick Check | Est. Time : Approx. 5 min

**Navigation path Home > Shelf > My Curation > Create Board with Chat > Generate Board with Prompt > Review Content by Dashboard Section**

| | | |
|---|---|---|
| **1** STEP | **Export Price Trend Review** | Review unit price movements  through the Export Price Trend chart in the Dashboard. |



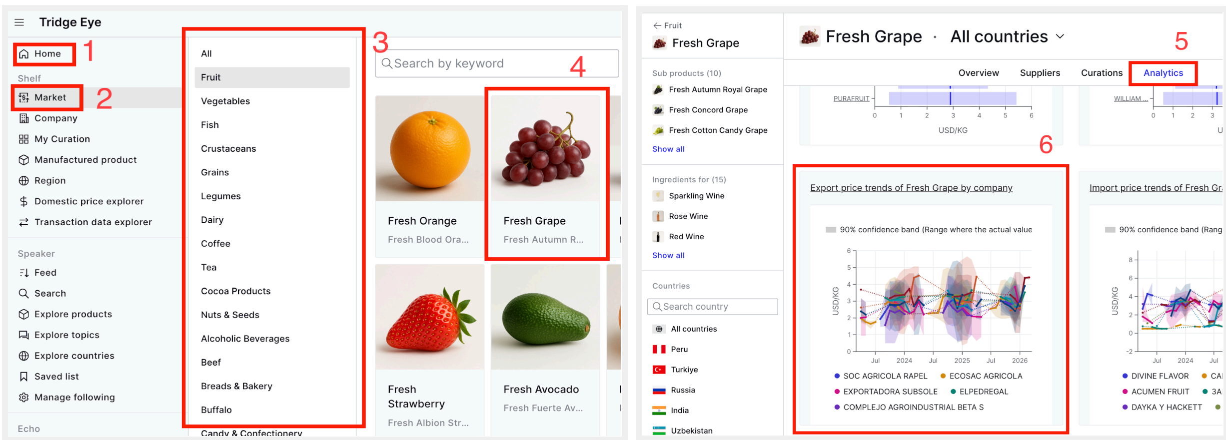



## Route B| Detailed Analysis | Est. Time : Approx. 20 min

### 1 STEP — Export Price Trend Analysis

**Navigation path:** Home > Shelf > Marker > Select Item > Analytics > Export Price Trend

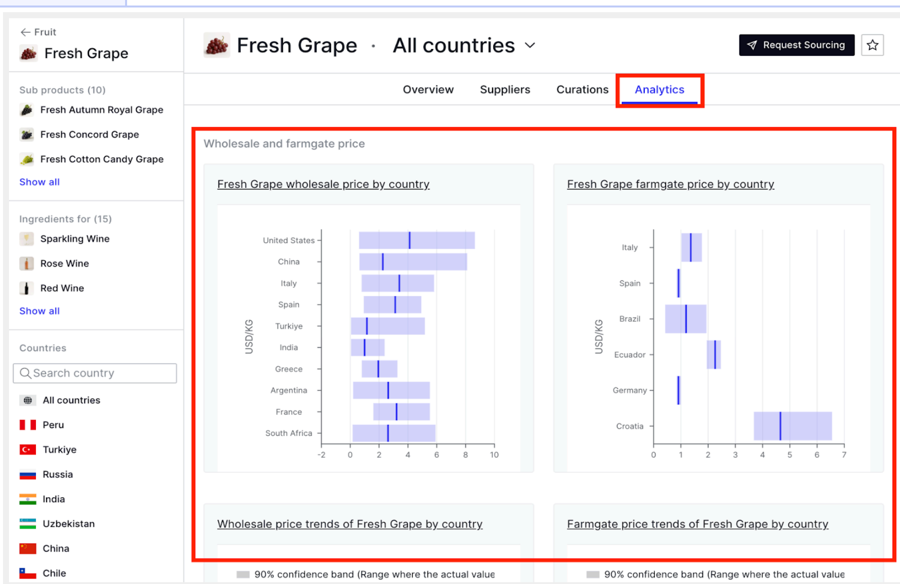
- Check if they notified only you of the increase or if they raised prices for other clients as well.
- If the price has increased only for the specific country, check if it is possible to switch to an alternative source.



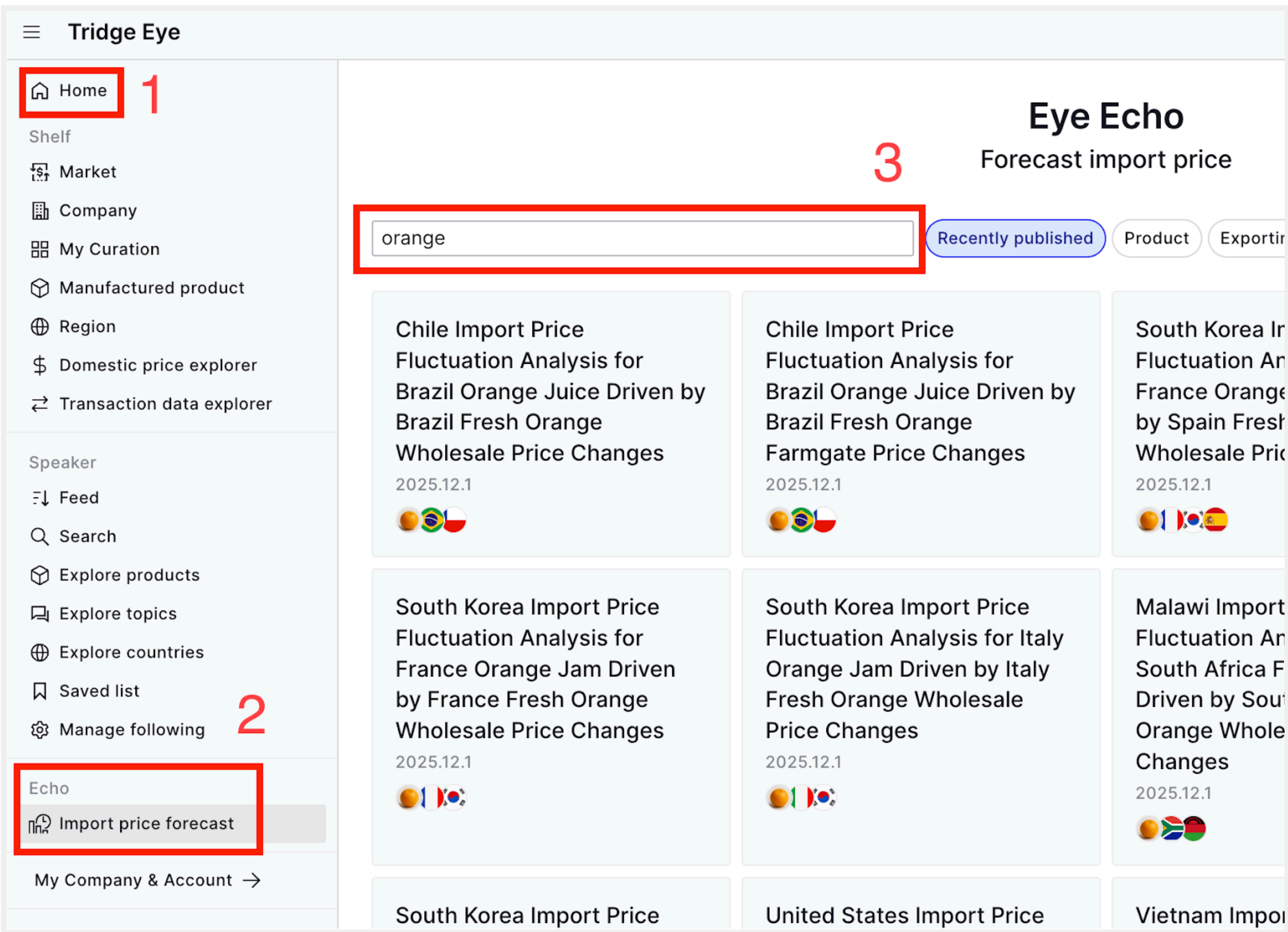

### 2 STEP — Wholesale · Farmgate Price Trend Comparison

**Navigation path:** Analytics > Wholesale Price Trend / Farmgate Price Trend

- Determine whether the increase is driven by external factors or internal causes.
- If there is no change in wholesale prices at the origin or direct farm prices, but only import/export prices are affected → It is possible to attempt renegotiation by adjusting terms such as Incoterms and Freight.



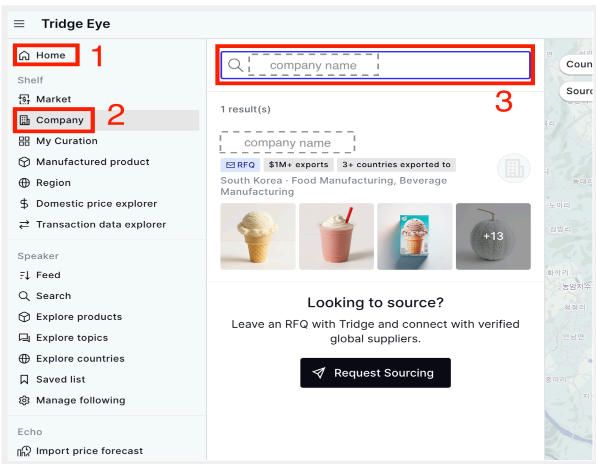
| 3 STEP | Echo price Forecast Review | **Navigation path:** Home > Echo > Enter Target Item > Check Price Prediction<br>• Check if the unit price currently proposed/being traded follows the predicted trend — confirm that a price increase was not implemented during a planned reduction.<br>• Check if past prices have followed this trend — if there were corrections against the trend, you can mention that period during future negotiations.<br>  • Example: "Since I bought it at the same price when everyone else was lowering theirs, let's not reflect this price increase." |
|---|---|---|

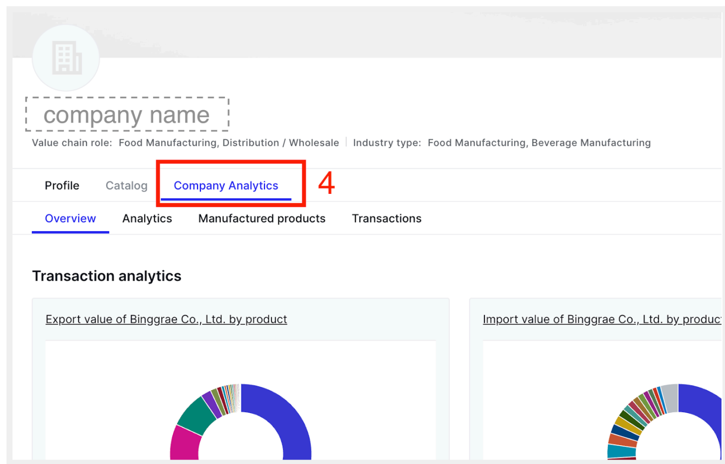


## 4 STEP — Company Analytics Review

**Navigation path:** Home > Shelf > Company > Company Analytics

- Search for your current trading partner to check their transaction status.
- Check the graph of Export Value of "Company" by Importing Country / Importer
  - Identify unit costs for shipments outside of your country and the reasons for price differences — distance, volume, etc.
- Compare your company's unit price competitiveness against other domestic importers utilizing the same exporter.

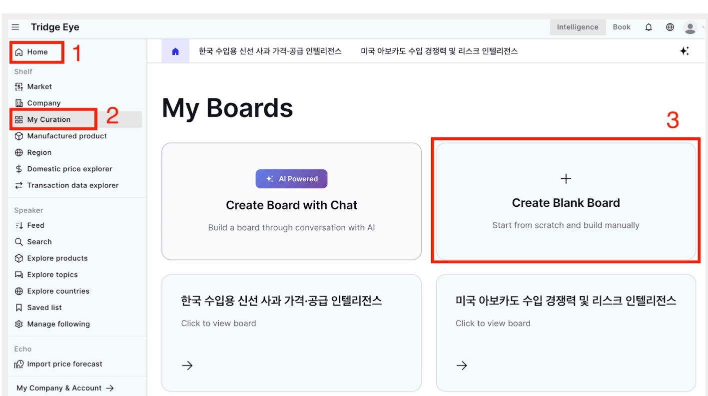


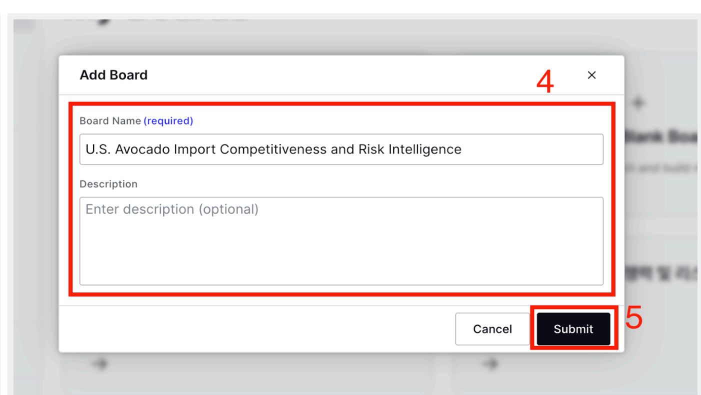




## 5 STEP — Dashboard Registration (Continuous tracking)

**Navigation path:** My Curation > Create Blank Board > Add Item

- If you want to continue tracking the above information, attach the viewed content to a dashboard to create your own content that can be viewed at a glance.



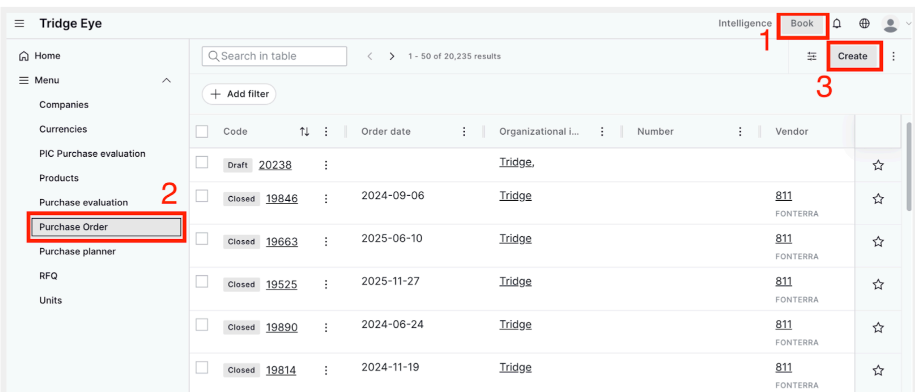
| 6 STEP | Purchase Evaluation | |
|---|---|---|

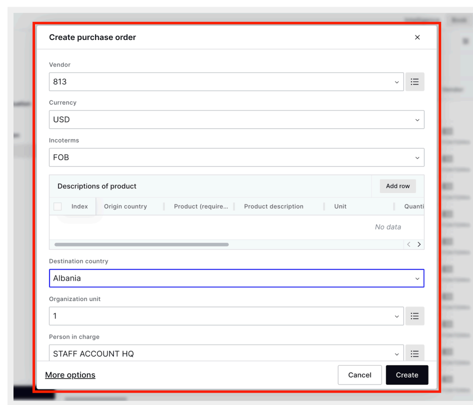
**Navigation path:** Tridge Eye Book > Purchase Order > Create

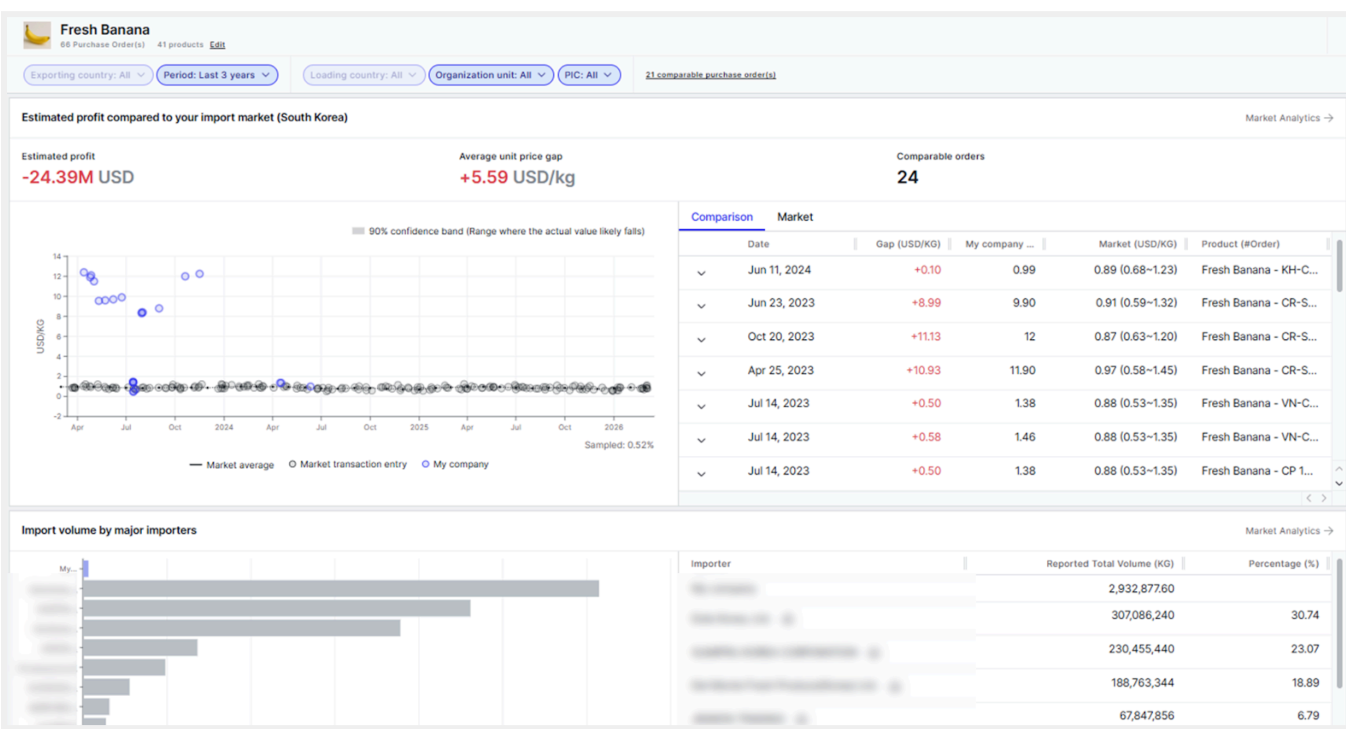
- Directly input details of the user's target item purchase history
- Alternatively, click the Data Migration button next to the Create button to upload your existing PO file for automatic input of details.

**After saving →**Purchase Evaluation > Select Product

- Use the generated dashboard to check the results of the automatic calculation of your competitiveness compared to domestic importers of the same product.
- Identify your company's position and designate companies that secured more favorable deals as competitors or benchmarks for future analysis.



# 1.3 Unit Price Analysis for Securing Negotiation Advantage

We establish a basis for data-driven negotiation strategies by analyzing the proportion of transactions with suppliers and competitor purchasing patterns.

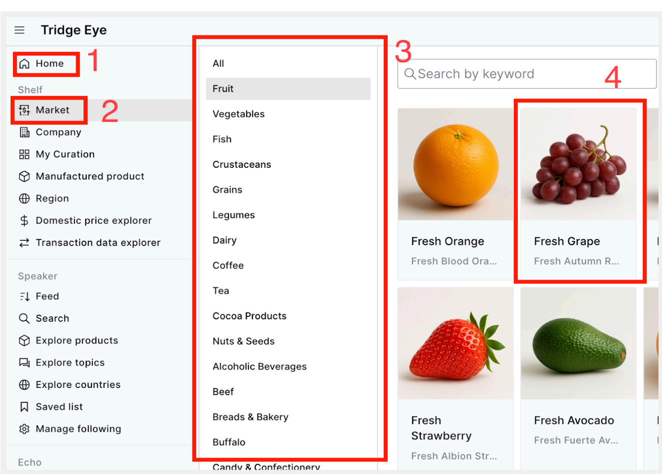
## Route A | Quick judgment | Est. Time : Approx. 5 min

**1 STEP**

**Export suppliers Price trends Review**

**Navigation path:** Home > Shelf > Marker > Select Item > Analytics > Import Price Trend by Company

- Enter target country in Exporting Country
- Verify whether the price trends of same-product exporters in the same country are aligned.
- Verify whether the internal pricing factors are consistently reflected.





**2 STEP**

**Local Market Supplier Price Trend Review**

**Navigation path:** Import Price Trend by Company > Enter target in Importing Country

- Verify whether the price fluctuation trends of exporters of the same products supplying the domestic market are aligned.
- Verify whether external unit pricing factors are equally reflected.

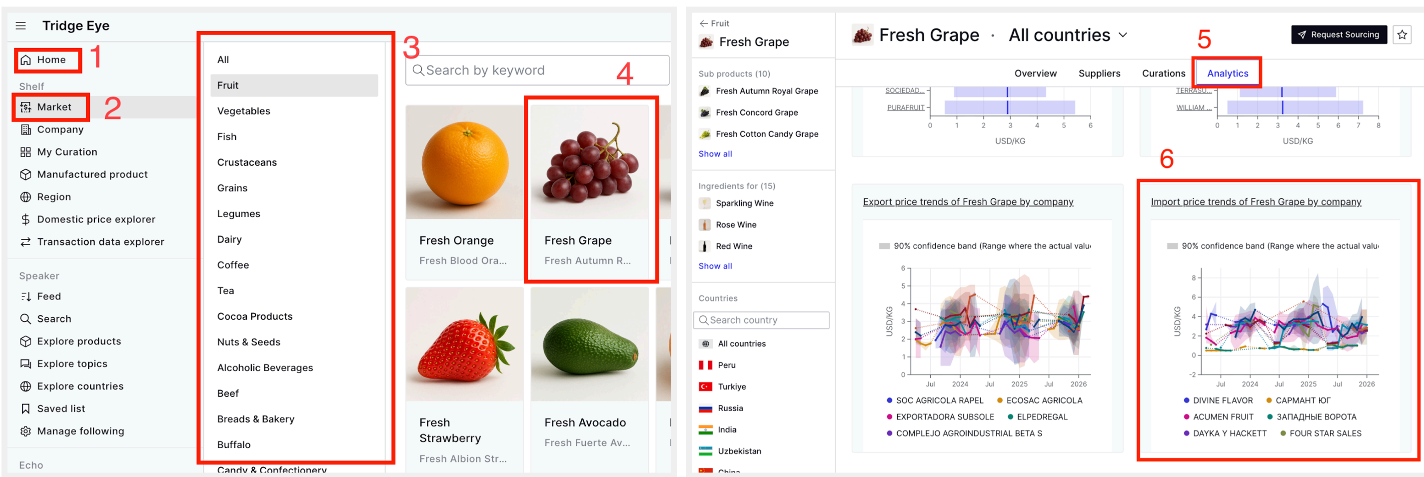
## Route B| Refining Negotiation Strategies| Est. Time : Approx. 20 min

**1**
STEP

**Export suppliers**
**Price trends**
**Review**

**Navigation path:** Home > Shelf > Marker > Select Item > Analytics
> Import Price Trend by Company

- Enter target country in Exporting Country
- Verify whether the price increase/decrease trends of exporters of the same product in the same country match.
- It is possible to verify whether the internal unit pricing factors are consistently reflected.



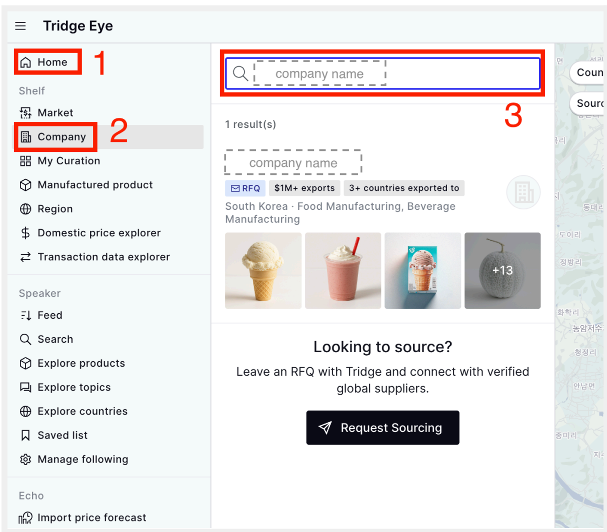

**2**
STEP

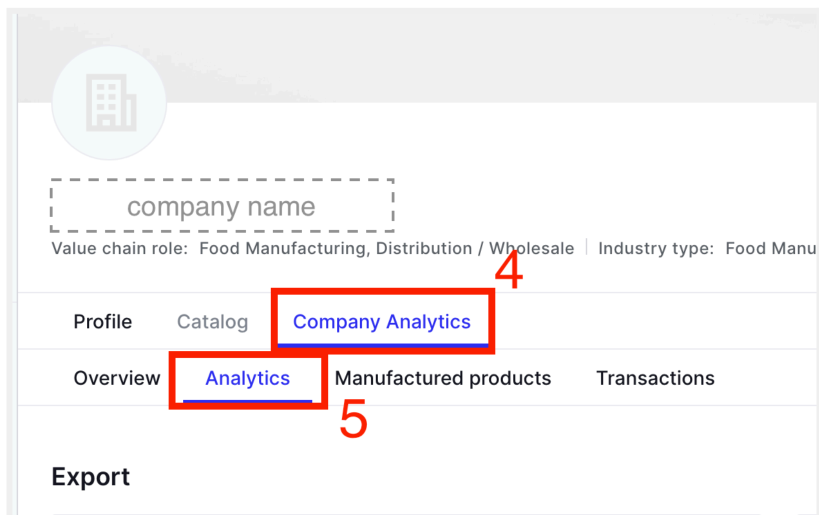
**Local Supplier**
**Price trends**
**Review**

**Navigation path:** Import Price Trend by Company > Enter target in Importing Country

- Verify whether the price trends of same-product exporters of the same products entering the domestic market are consistent.
- It is possible to verify whether external pricing factors are equally reflected.

| STEP | | |
|---|---|---|
| 3<br>STEP | **Supplier Transactions Share Review** | **Navigation path:** Home > Shelf > Company > Search Target Exporters > Company Analytics > Export Value of "Company" by Importer<br>• You can check what share of this exporter's transaction volume your company currently accounts for.<br>• If you hold the majority, it gives you an advantage in negotiations.<br>• If there is another trading partner that has recently started doing business and is increasing volume, it will reduce your negotiation leverage<br>- Aggressive negotiation may be rejected if the exporter has a growing alternative buyer. |



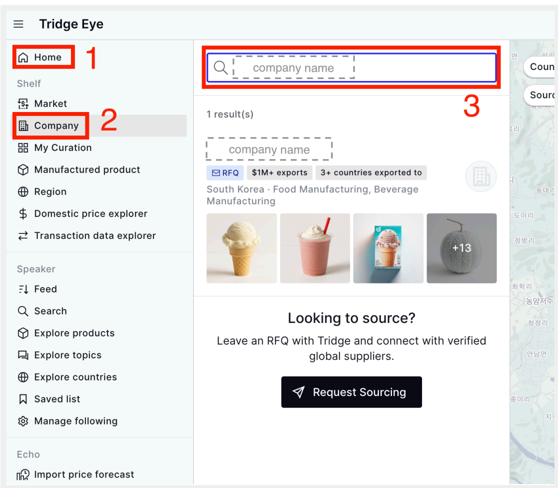



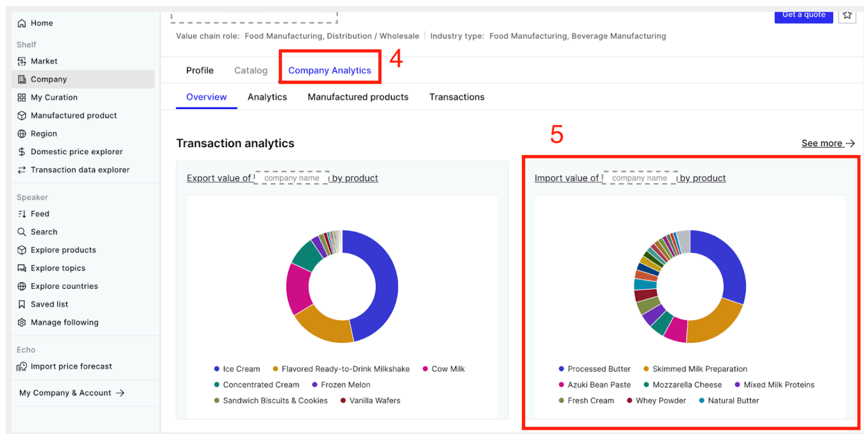

## 4 STEP

### Competitor Purchasing Frequency Pattern Review

**Navigation path:** Home > Shelf > Company > Search for Benchmark Targets > Company Analytics > Import Value Trend of "Company" by Product

- Enter target products in the Product filter
- Check the product's purchase frequency in the results chart.
- Determine whether the pattern is large-volume/low-frequency or small-volume/high-frequency.
- If the trend is a competitor's unit price negotiation strategy, you can benchmark it.



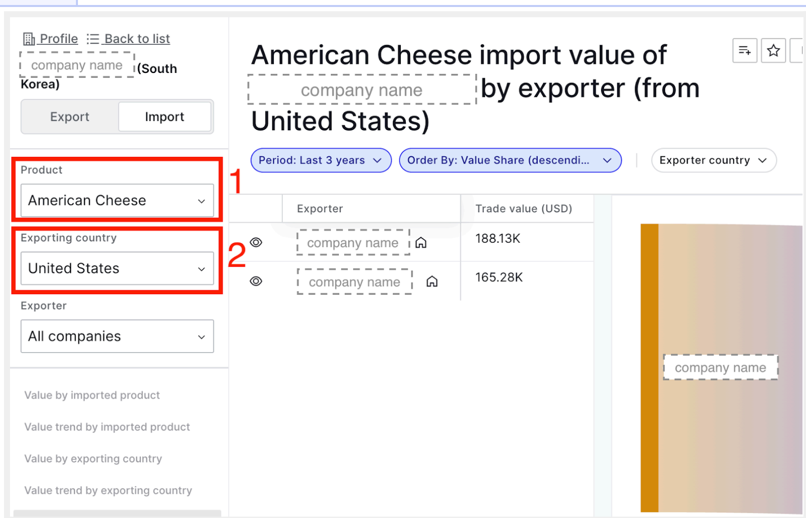




## 5 STEP

### Competitor Supplier Diversification Strategy Review

**Navigation path:** Import Value Trend of "Company" by Product > Product Filter: Target Item > Exporting Country: Enter Target Country of Origin

- Verify whether sourcing is concentrated with a single supplier from one origin or diversified across multiple suppliers.
- As one of the negotiation strategies, used as a benchmark.



# Chapter 2. Optimal Partner Discovery & Verification

## 2.1 Understanding Real-Use Spec Pricing Beyond HS Codes

> Verify whether the target company actually handles the product based on detailed specifications (variety, grade, etc.) that are not classified by HS Code.

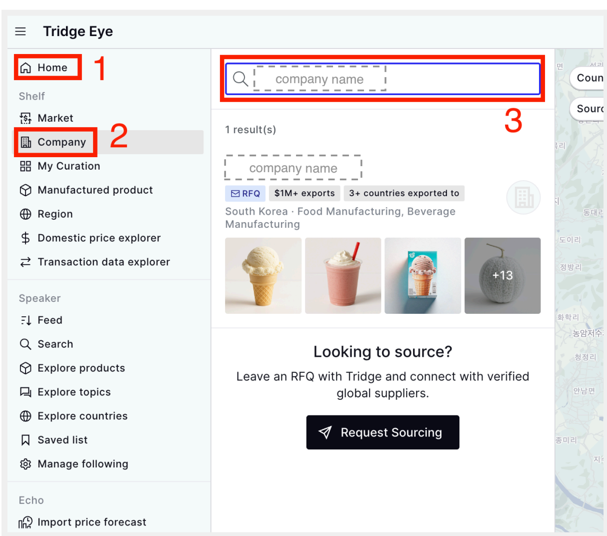
### Common application Applicable to Both Route A & B

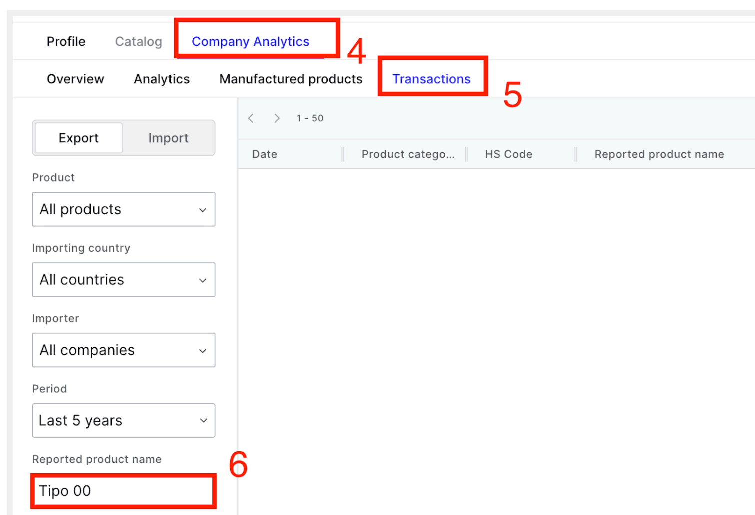
**Navigation path** **Home > Shelf > Company > Search Target Company > Company Analytics > Transactions**

**> Enter detailed specification name in Reported Product Name at the bottom left**

**(e.g., Tipo 00, Size 88, Size 25, Arabica Geisha, etc.)**

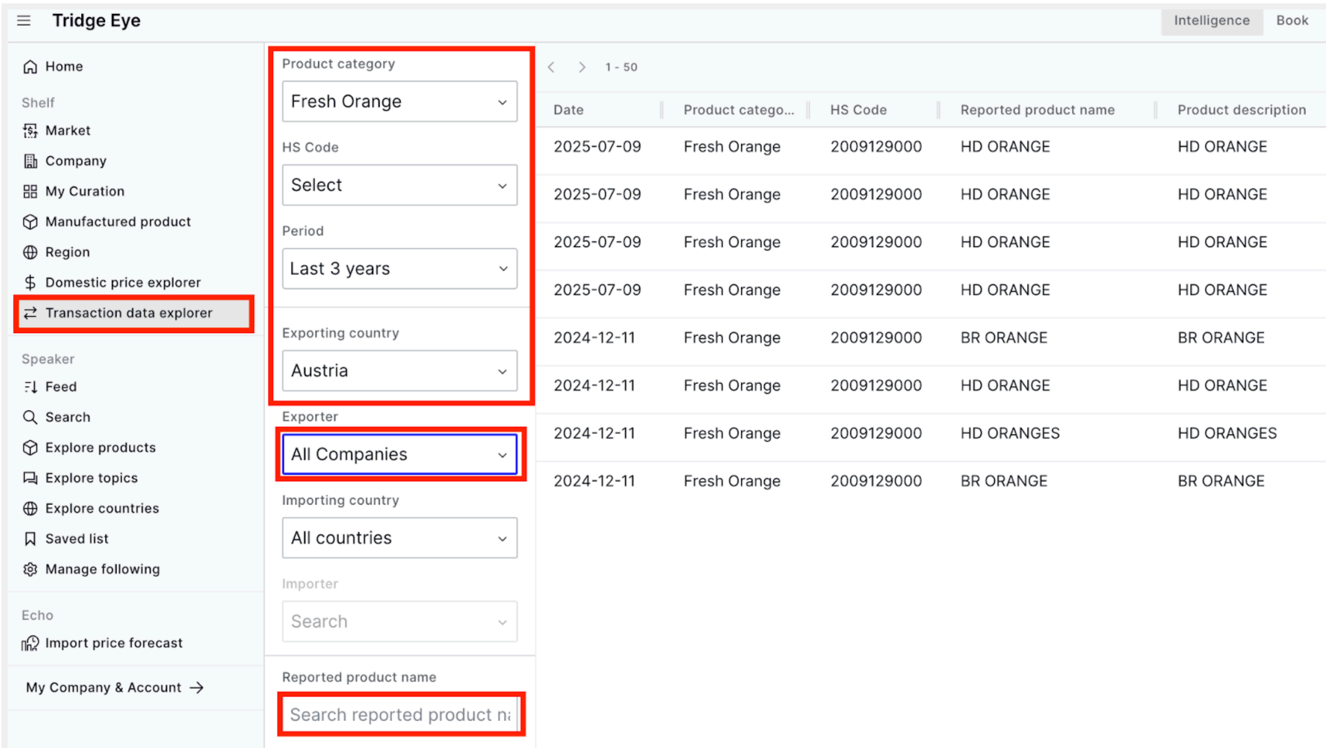
The filtered results confirm handling status.



**or Home > Shelf > Transaction Data Explorer > Filter Product · Period · Exporting Country · Exporter values > Enter detailed specification name in Reported Product Name**

The filtered results confirm handling status.



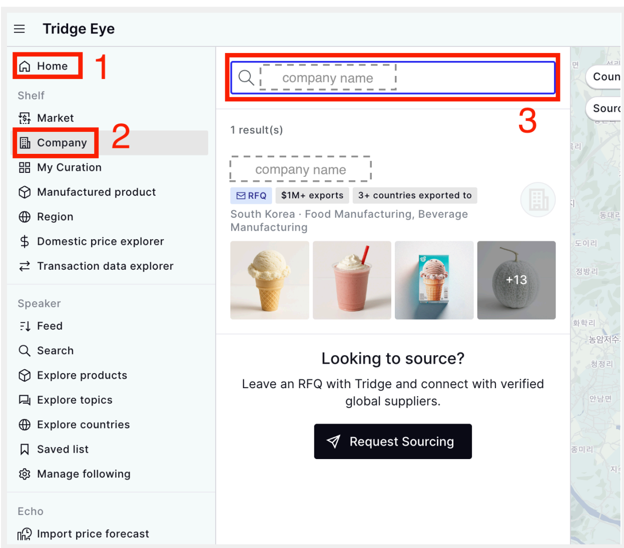
# 2.2 Filtering Verified Suppliers Based on Domestic Import History

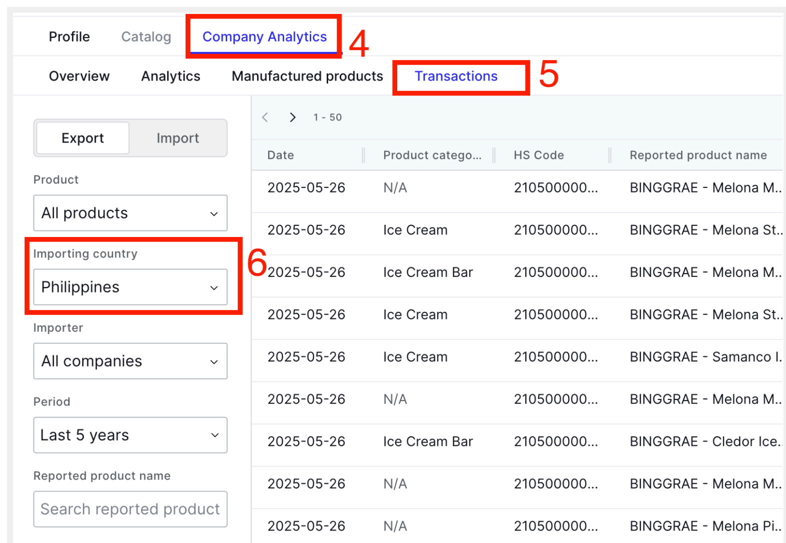
> Verify the trading experience and reliability of candidate suppliers in the target country based on actual transaction history data.

## Route A | Quick Check | Est. Time : Approx. 5 min

**Navigation path** **Home > Shelf > Company > Search Target Company > Company Analytics > Transactions > Enter target country in Importing Country at the bottom left**

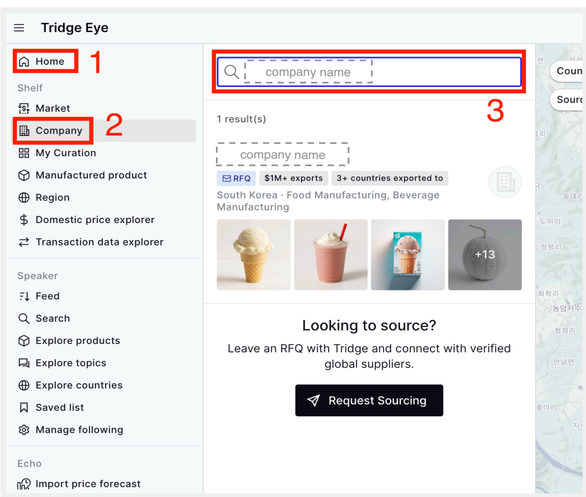
Search results confirm the company's trade history with the target country.

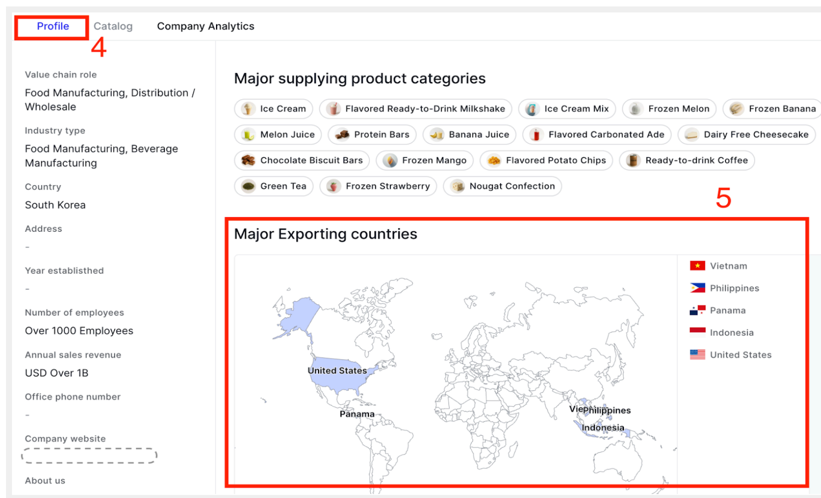


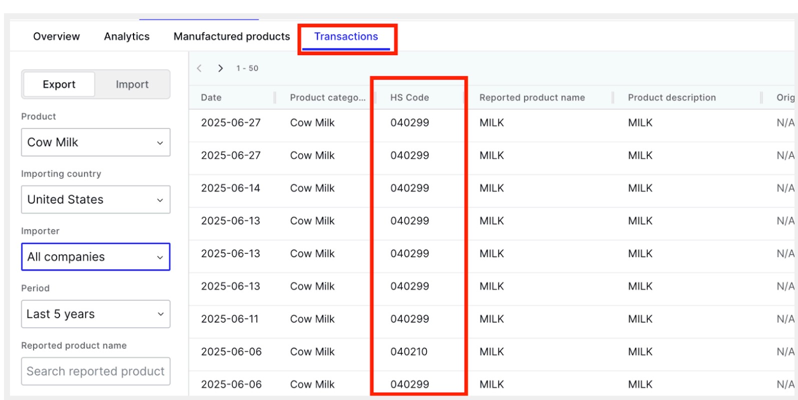
# Route B| Reliability Verification Data| Est. Time : Approx. 20 min

| | | |
|---|---|---|
| **1** STEP | **Major Trading Countries Share Review** | **Navigation path:** Home > Shelf > Company > Search Target Companies > Profile > Major Exporting Countries Map<br>• Check which countries the company primarily trades with.<br>• It is important to consider what proportion of the company's total transactions are accounted for by transactions with target continents or target countries. |

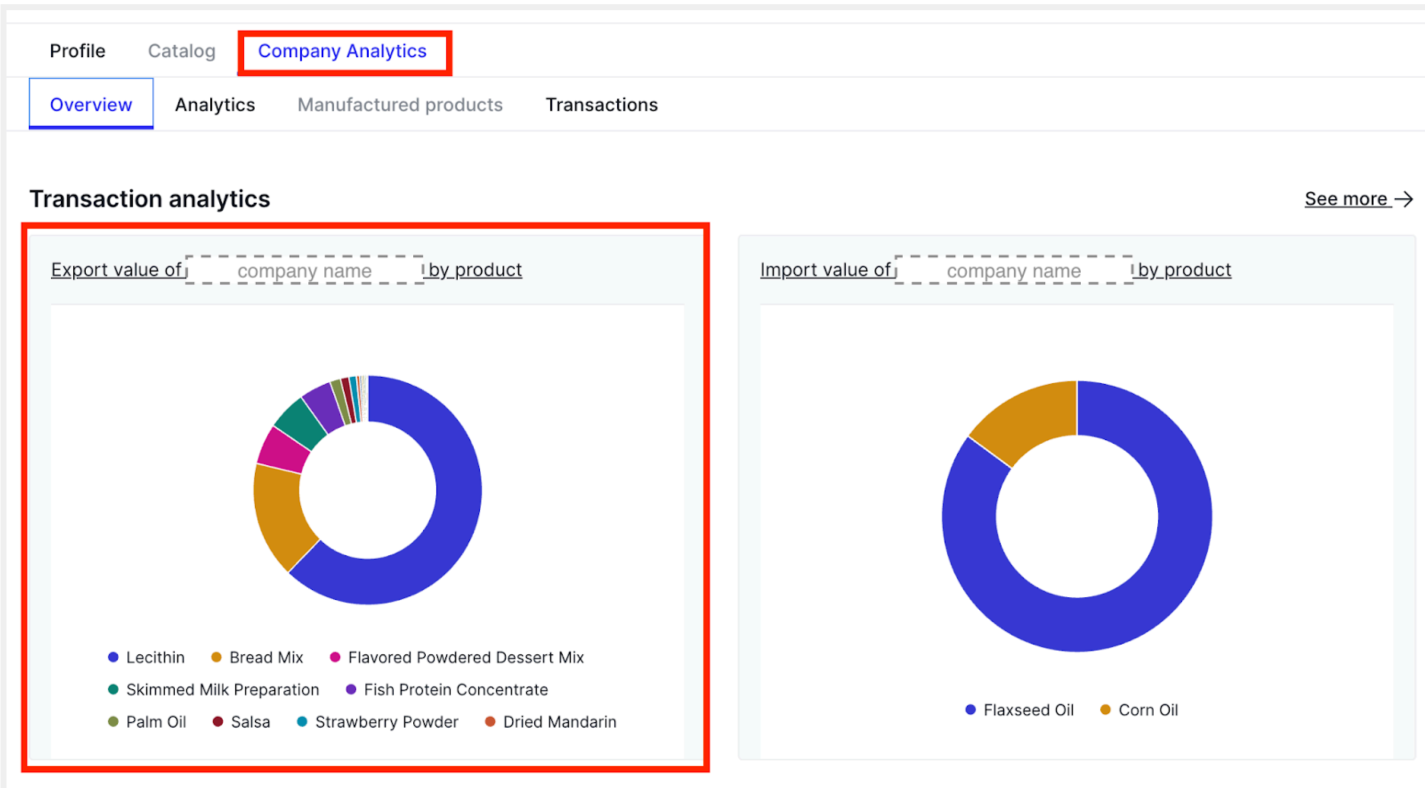



| | | |
|---|---|---|
| **2** STEP | **HS Code Validation** | **Navigation path:** Home > Shelf > Company > Search Target Companies > Company Analytics > Transactions<br>• Verify whether the HS Code of the relevant transaction history is a currently valid HS Code. |



| | | |
|---|---|---|
| 3 STEP | **Target Product Core Share Review** | **Navigation path:** Home > Shelf > Company > Search Target Companies > Company Analytics > Export Value of "Company" by Product<br>• Check if the target product accounts for the company's main share.<br>• If only small quantities are handled or the number of items is too large, stability may be compromised, and it is highly likely to be a simple forwarding or brokerage firm. |

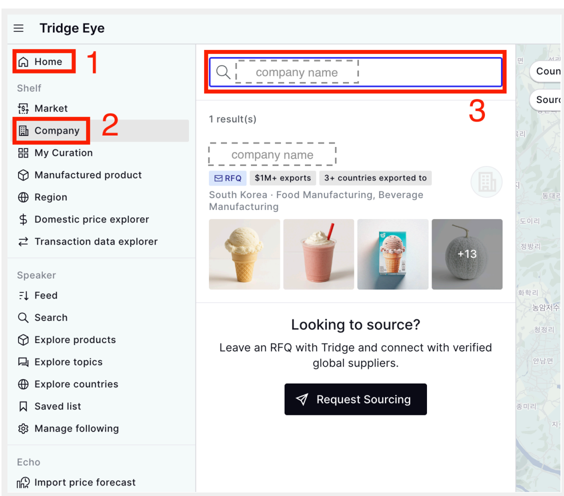


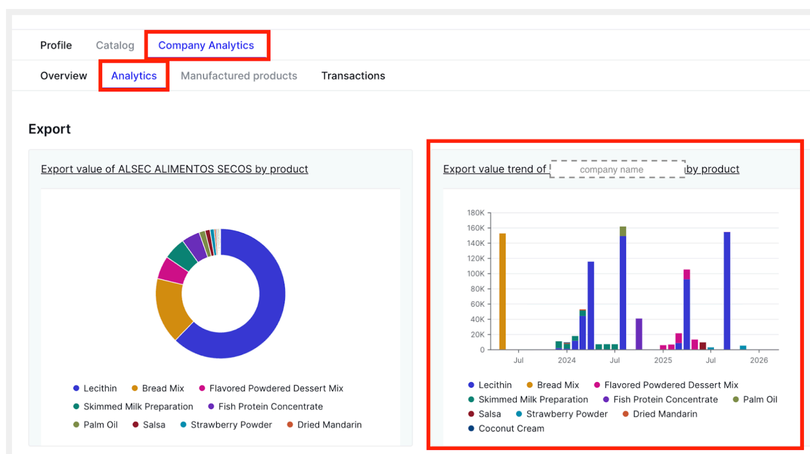
# 2.3 Evaluating Partner Reliability Through Export Frequency & Volume Analysis

Evaluate the transaction continuity and reliability of supply partners through the analysis of export volume trends and transaction frequency by buyer.

## Route A | Quick Check | Est. Time : Approx. 5 min

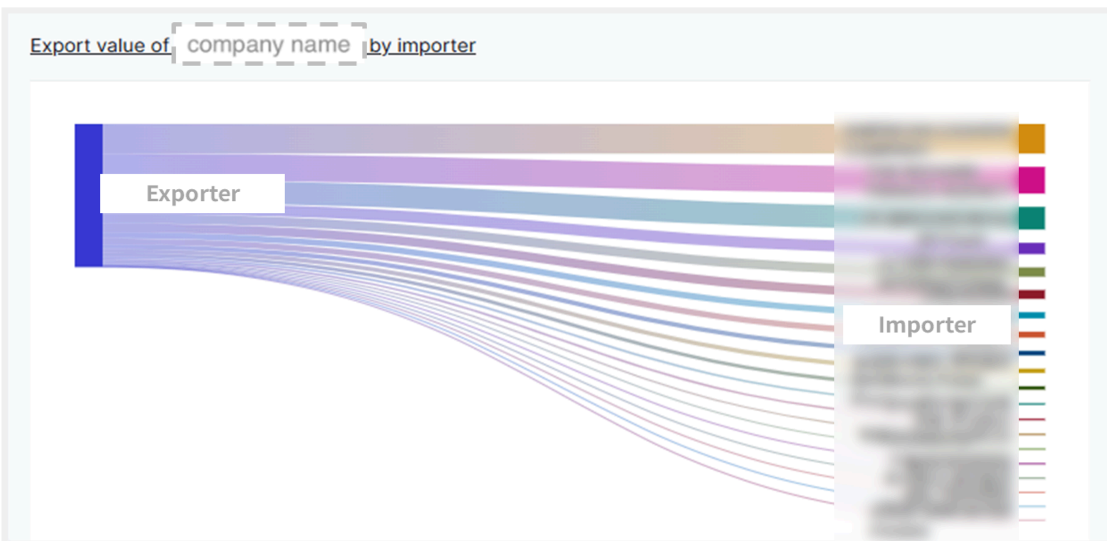
**Navigation path** Home > Shelf > Company > Search Target Companies > Company Analytics > Analytics > Export Value Trend of "Company"



## Route B| Detailed Analysis | Est. Time : Approx. 20 min

| | | |
|---|---|---|
| 1 STEP | **Reviewing Transaction Frequency & Price Trends by Buyer** | **Navigation path**: Home > Shelf > Company > Search Target Companies > Company Analytics > Analytics > Export Value by Importer<br>• Click Individual Importer → Click Value Trend by Exported Product<br>  ◦ Review import frequency and volume for the specified period via the bar chart.<br>• Click Product again to display the unit price trend between the two companies as a line chart.<br>• Determine whether the exporter maintains ongoing importer relationships or simply processes volume without continuity. |



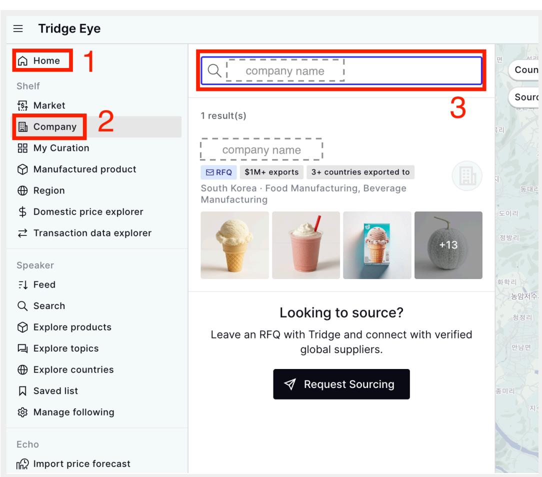
# Chapter 3. Establishing New Promising Items and Supply Strategies

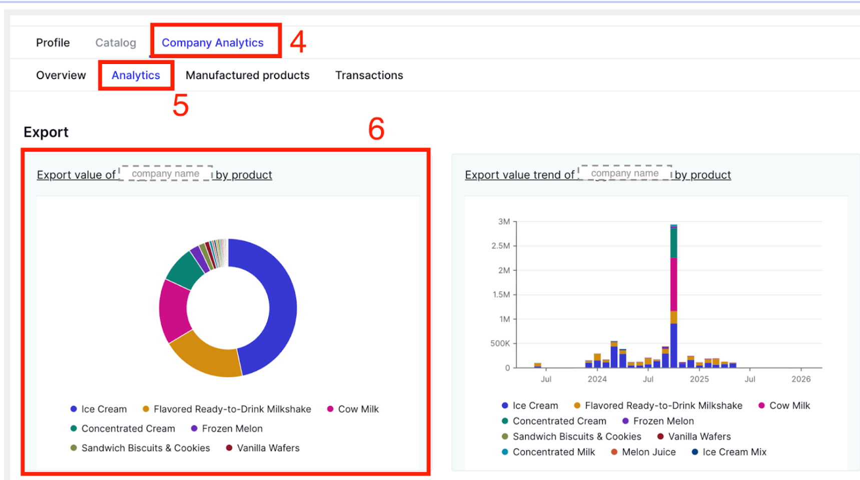
## 3.1 Exploring & Selecting Fast-Growing Promising Products

> Identify promising, rapidly growing items by cross-referencing changes in the new lineups of suppliers and competitors with market volume and price data.

**Route A | Quick Check** | Est. Time : Approx. 5 min

| | | |
|---|---|---|
| **1** STEP | **Capturing Supplier New Lineup** | **Navigation path:** Home > Shelf > Company > Search Target Company > Company Analytics > Analytics > Export Value of "Company" by Product<br>• Identification of newly emerging items with gradually expanding in share on the time-series stacked bar graphs<br>• The item can be identified as a new addition to the supplier's lineup. |

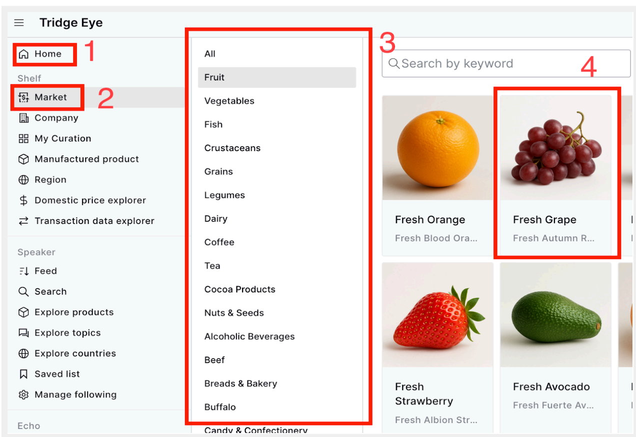


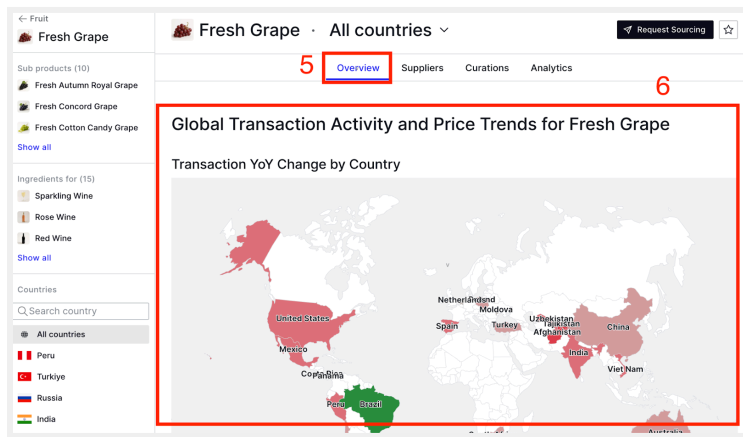




| | | |
|---|---|---|
| **2** STEP | **Capturing Competitor New Sourcing Products** | **Navigation path:** Home > Shelf > Company > Search Benchmarking Targets > Company Analytics > Analytics > Import Value of "Company" by Product<br>• Identify new sourcing items of competitors or benchmark companies using the same analysis method |

## Route B| Detailed Analysis | Est. Time : Approx. 20 min

| | | |
|---|---|---|
| 1<br>STEP | **Reviewing Trade Volume Trends by Origin** | **Navigation path:** Home > Shelf > Market > Select Target Item > Overview > Transaction YoY Change by Country<br>• Use the map to visually identify YoY trade volume trends by origin.<br>• Excluding seasonal hemisphere transitions, simultaneous upward trends across multiple origins signal expanding demand. |



| 2 STEP | Assessing Willingness To Pay for Price-Surging Items | **Navigation path:** Home > Shelf > Market > Select Target Item > Overview > Transaction Summary By Countries<br>• If the price surges despite minimal fluctuations in trading volume → Identify this as a signal that the market's willingness to pay (WTP) for the product is rising.<br>• Can be interpreted that changes in demand sentiment are preceding changes in the supply and demand structure — Subject to portfolio inclusion review |
|---|---|---|

| Country | Transaction Count | 2025-04 | 2025-05 | 2025-06 | 2025-07 | 2025-08 | 2025-09 | 2025-10 |
|---|---|---|---|---|---|---|---|---|
| Peru | 63,883 | 2.83 USD / kg (9,861,803.56 kg) | 2.51 USD / kg (7,410,867.072 kg) | 2.48 USD / kg (3,635,182.104 kg) | 2.71 USD / kg (3,630,485.8 kg) | 2.76 USD / kg (8,315,472.649 kg) | 2.94 USD / kg (9,954,666.673 kg) | 2.92 USD / k (77,306,028. kg) |
| Chile | 42,446 | 1.70 USD / kg (390,923,789.647 kg) | 1.76 USD / kg (131,177,012.158 kg) | 1.78 USD / kg (16,346,100.286 kg) | 1.83 USD / kg (1,646,703.1 kg) | 1.96 USD / kg (875,539.13 kg) | 2.78 USD / kg (805,392.969 kg) | 2.99 USD / k (351,339.518 kg) |
| Australia | 1,020 | 3.55 USD / kg (6,295,820.889 kg) | 2.42 USD / kg (3,214,820.401 kg) | 2.51 USD / kg (1,234,401 kg) | - (-) | - (-) | - (-) | - (-) |
| India | 21,082 | 0.92 USD / kg (58,877,406.405 kg) | 0.49 USD / kg (11,854,339.383 kg) | 0.46 USD / kg (924,400.8 kg) | 0.48 USD / kg (901,697.04 kg) | 1.00 USD / kg (132,842.4 kg) | 0.90 USD / kg (138,039 kg) | 1.00 USD / k (47,211 kg) |
| China | 17,442 | 0.63 USD / kg (2,959,862.34 kg) | 0.64 USD / kg (3,014,545.83 kg) | 0.71 USD / kg (6,996,644.953 kg) | 0.78 USD / kg (20,689,121.683 kg) | 1.10 USD / kg (44,351,620.091 kg) | 0.90 USD / kg (47,487,705.883 kg) | 1.04 USD / k (53,895,005. kg) |
| Uzbekistan | 12,154 | 0.55 USD / kg (260,058 kg) | - (-) | 0.63 USD / kg (810,398 kg) | 0.50 USD / kg (3,903,321 kg) | 0.91 USD / kg (50,126,107.353 | 0.58 USD / kg (10,134,302.6 | 1.02 USD / k (35,628,511. |

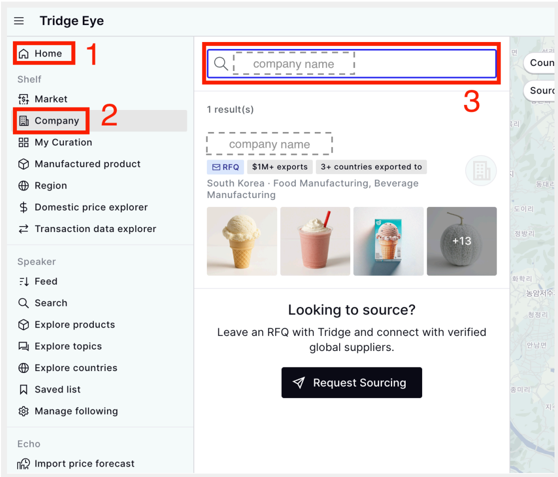
| 3 STEP | Wholesale Price Increase Signal Review | **Navigation path:** Home > Shelf > Market > Select Target Item > Analytics > Wholesale Price Trends of "Product" by Country<br>• If wholesale prices rise year-over-year even when no supply-side issues are identified at the Speaker → This can be interpreted as a price increase caused by increased demand. |
|---|---|---|

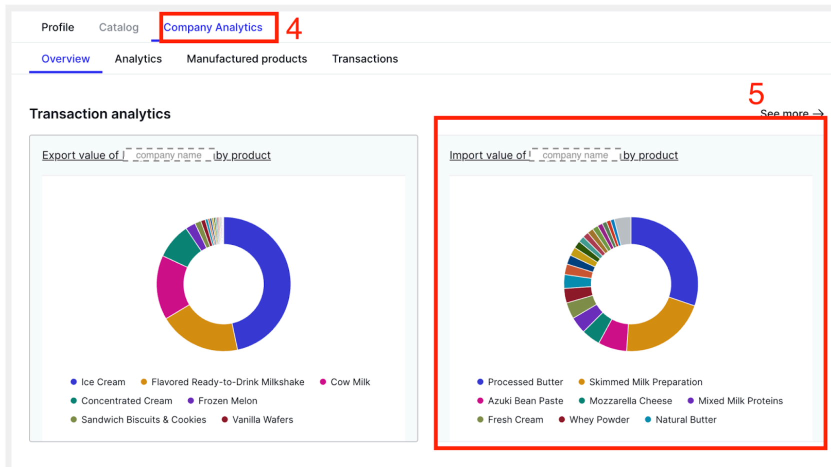
**4**
STEP

## Competitor's New Lineup Spotted

**Navigation path:** Home > Shelf > Company > Select Industry Core or Competitor > Company Analytics > Import Value of "Company" by Product

- Identify products newly appearing and gradually expanding in share on the stacked bar chart



# 3.2 Benchmarking Competitor Sourcing Portfolios

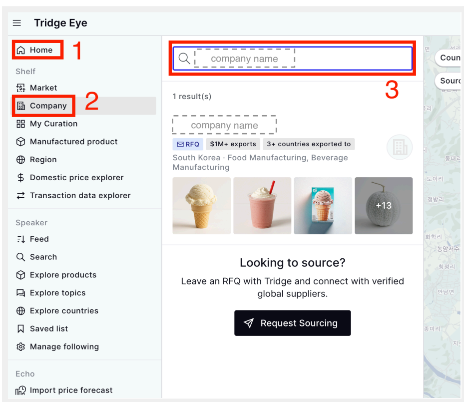
> Strategic planning focuses on identifying competitor sourcing origins, terms, and future product readiness.

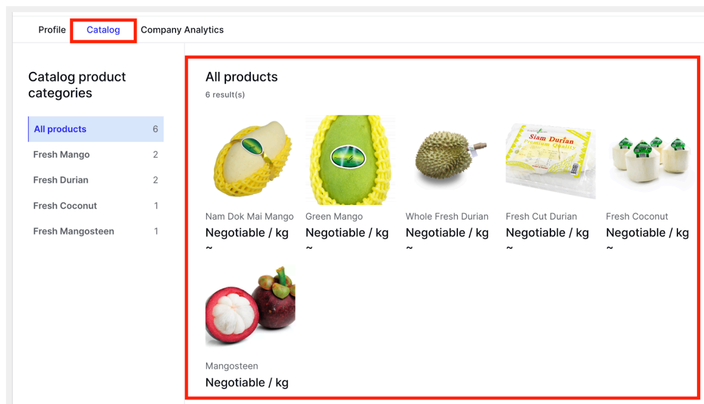
---

## Route A | Quick Check | Est. Time : Approx. 5 min

**Navigation path** **Home > Shelf > Company > Select Industry Leader or Competitor > Catalog**

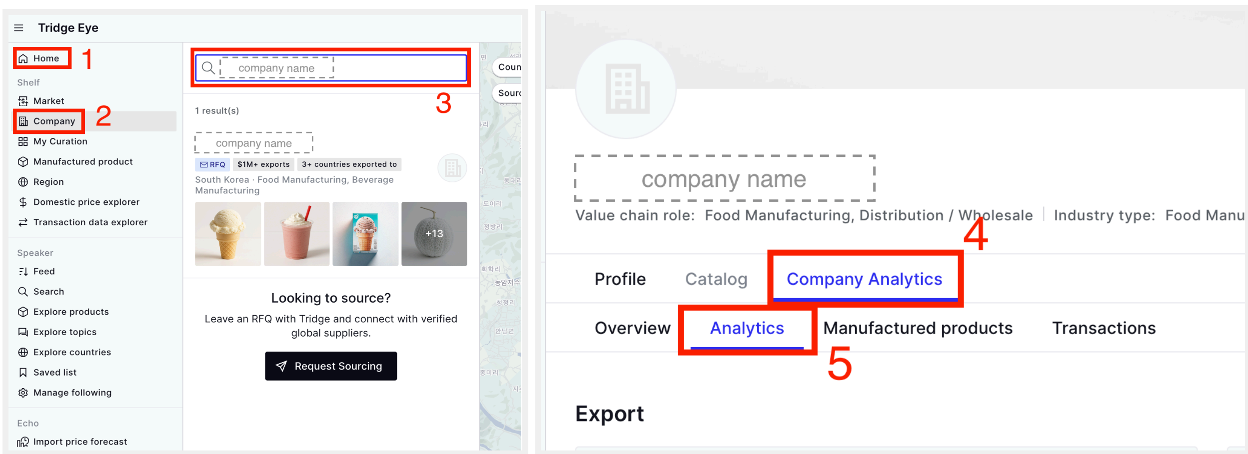
Check the company's entire product portfolio through the Catalog tab.



## Route B| Detailed Analysis | Est. Time : Approx. 20 min

| | | |
|---|---|---|
| **1**<br>STEP | **Operational Product Mix Review** | **Navigation path:** Home > Shelf > Company > Search Target Companies > Company Analytics > Analytics > Import Value of "Company" by Product<br>• Identify competitors' or benchmark companies' product mix and transaction share by product. |

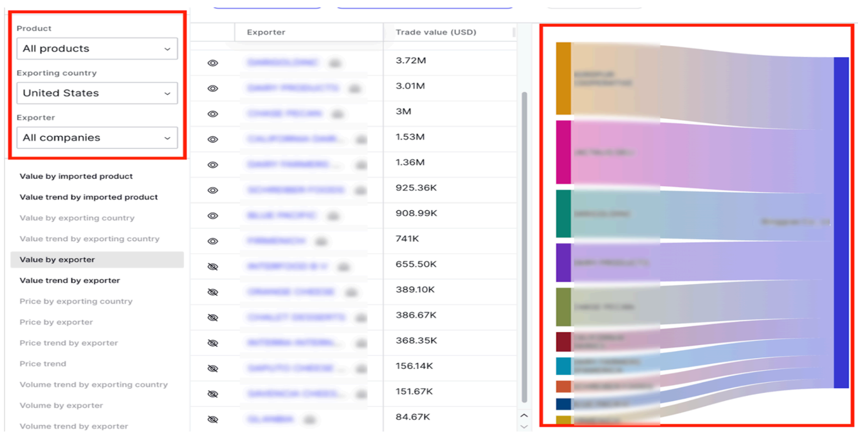



By analyzing the imported raw material portfolio data, we can reverse-engineer the company's core product lineup based on the combination of raw materials, beyond just individual item proportions.

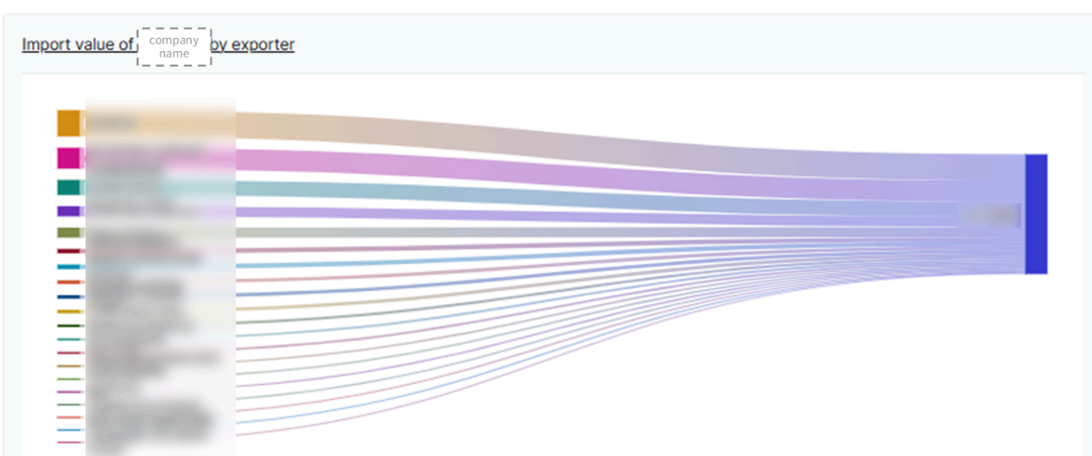
**Example ) Prepared Skim Milk + Fresh Cream + Azuki Bean Paste ▶ Ice Cream and Bakery Product Lineup**

| | | |
|---|---|---|
| **2**<br>STEP | **Sourcing Season & Order Pattern Review** | **Navigation path:** Import Value of "Company" by Product > Enter target product in Product filter<br>• Review whether sourcing seasons have changed<br>  ◦ In the case of seasonal fluctuations due to origin factors → Your in-house sourcing season may also require review and renegotiation.<br>  ◦ In cases where the cause is due to the supplier → Since this implies a change in a competitor's supply strategy or inventory management method, it is necessary to review the company's supply strategy and establish response measures.<br>• Determine whether the order pattern is small-volume/high-frequency or large-volume/lowfrequency. |

| 3 STEP | Origin Composition & Share Review | **Navigation path:** Home > Shelf > Company > Search Target Company > Company Analytics > Analytics > Import Value of "Company" by Exporting Country<br>• Identify the trading origin composition<br>• Click the graph and apply country or item filters → Check supplier composition and volume share by country of origin<br>• Check supplier composition and volume share by country of origin |
|---|---|---|



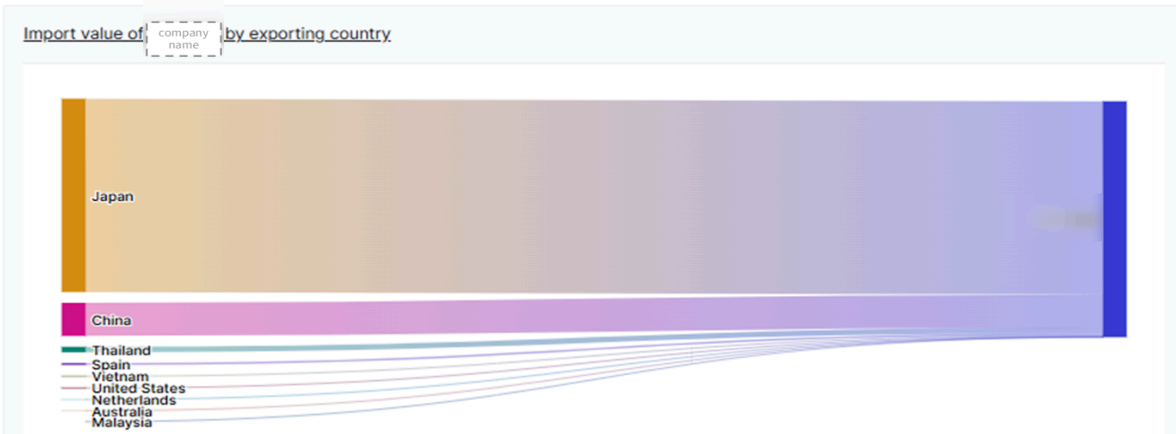

| 4 STEP | Supplier Composition & Volume Allocation Review | **Navigation path:** Home > Shelf > Company > Search Target Companies > Company Analytics > Analytics > Import Value of "Company" by Exporter<br>• Identify the current supplier composition<br>• Click the graph and apply country or item filters → Check transaction composition and proportion by supplier<br>• Analyze differentiation factors (region, production method, etc.) and volume allocation when operating multiple suppliers in the same country |
|---|---|---|



## 5 STEP — Visualization of Transaction Composition — Sankey Graph

**Navigation path:** Import Value of "Company" by Exporter > Select Sankey Graph Version

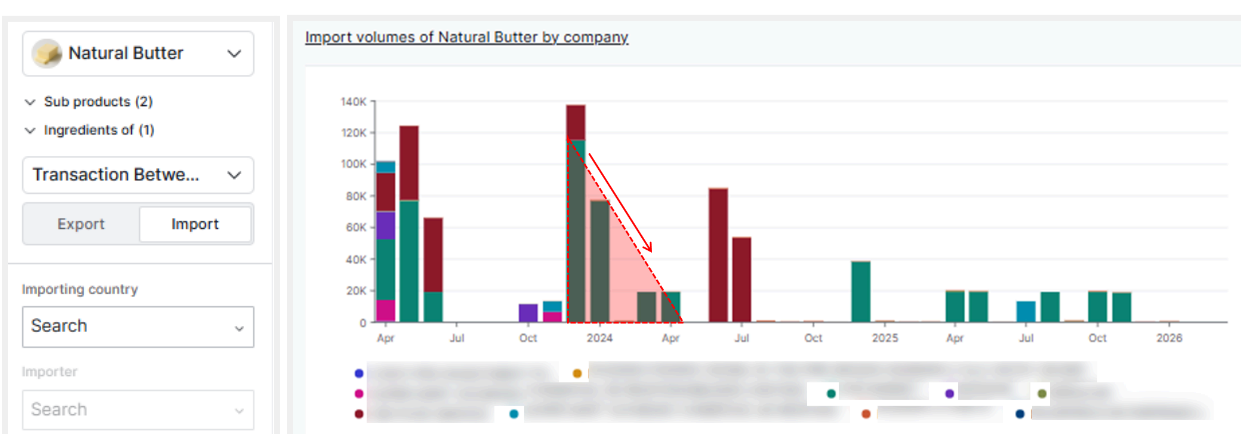
- Verify  transaction flows and shares among suppliers via the Sankey chart
- Click the graph and apply country or item filters → Check transaction composition and proportion by supplier




## 6 STEP — Detecting Rapid Supplier Share Changes

**Navigation path:** Import Value of "Company" by Exporter
> Select Stacked Bar Graph Version

- Detects sudden increases or decreases in transaction share with a specific supplier..
- If the proportion has increased → Since the unit price, volume, and conditions of the relevant supplier are deemed to be more competitive compared to before, a detailed analysis of the conditions is necessary.
  - Focus on: unit price reduction, improved volume availability, and flexible payment terms.



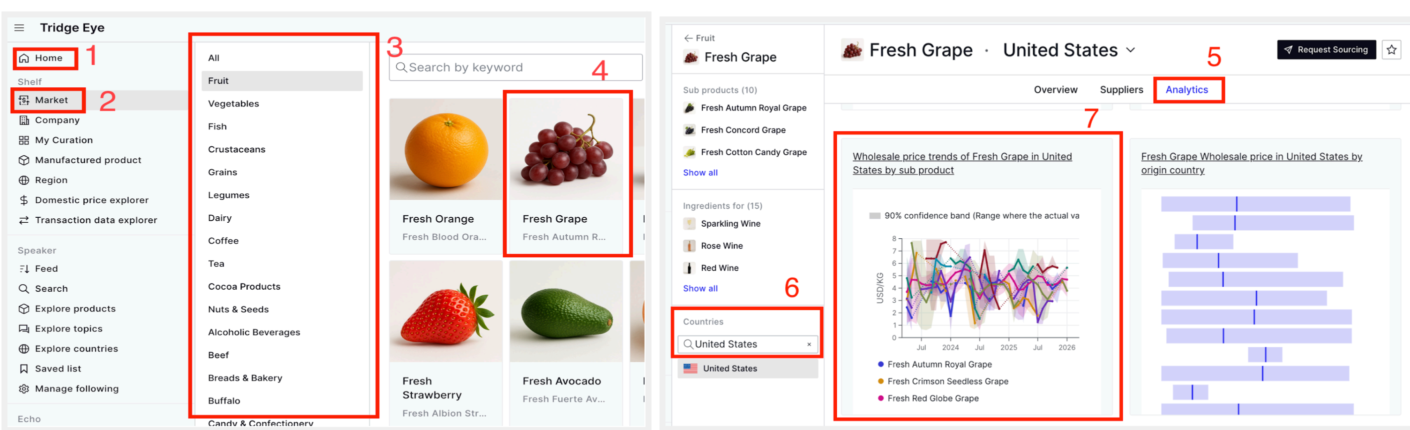
# 3.3 Determining Annual Lowest-Price Procurement Windows Through Seasonality Analysis

Derive the optimal annual procurement timing by cross-analyzing wholesale price trends and supply and import volume data.

## Route A | Quick Check| Est. Time : Approx. 5 min

**Navigation path Home > Market > Select Target Product > Analytics > Enter Target Country of Origin in Countries Filter > Wholesale Price Trends of "Product"**

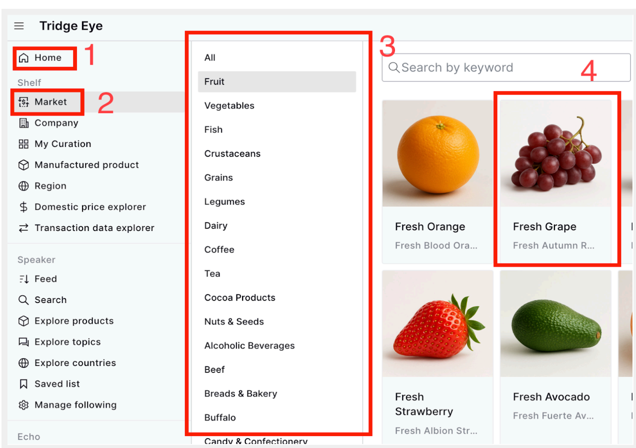
Identify the seasons within the graph where price lows are repeatedly formed throughout the year. These points are determined to be the zones where the lowest price of the year is available for purchase.



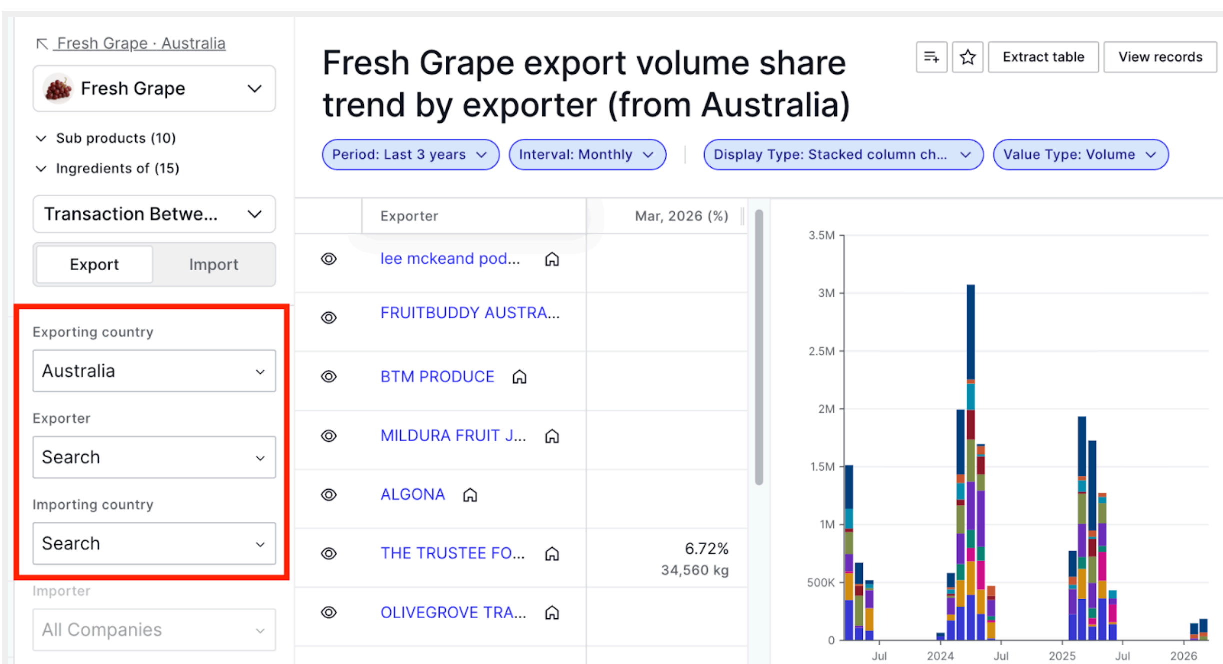
## Route B| Detailed Analysis | Est. Time : Approx. 20 min

Since the lowest price season may not be the optimal time, cross-validate using the following 3 steps.

| | | |
|---|---|---|
| **1** STEP | **Supply Stability Season Review** | **Navigation path**: Home > Market > Select Target Product > Analytics > Enter Target Country of Origin in Countries Filter > "Product" Export Volume Share Trend by Exporter > Enter Target Company in Exporter Filter<br>• Peak export volume season = highest supply stability, making it the optimal procurement window for secure volume. |





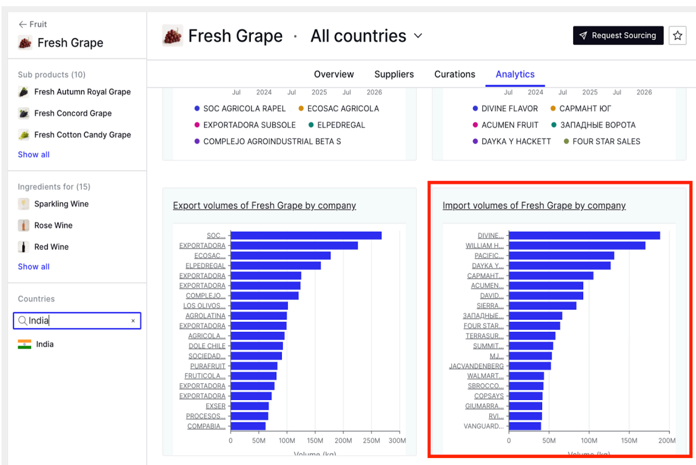


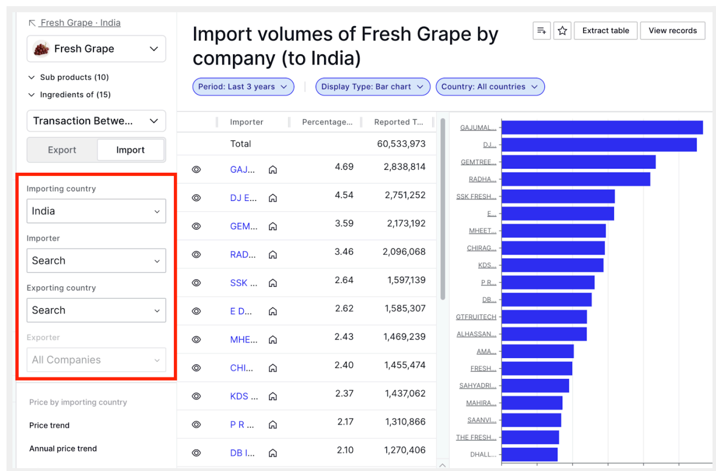
2
STEP

## Reviewing Peak Import Timing of Key Importers

**Navigation path:** Home > Market > Select Target Product > Analytics > Import Volumes of "Product" by Company > Enter key vendors for the corresponding item in the Importer filter

- Key importers' peak import period typically reflects the most favorable pricing, volume, and quality conditions — use this as the optimal procurement window.



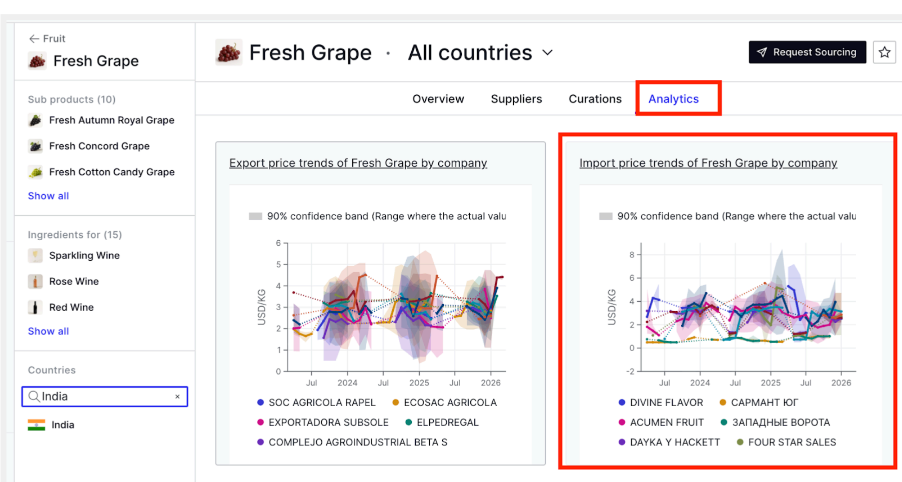



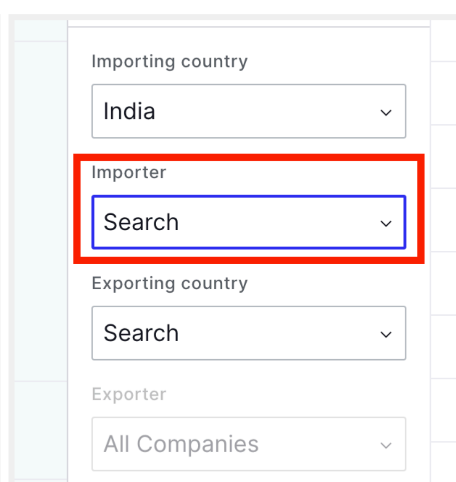

3
STEP

## Optimal Timing Cross-Verification

**Navigation path:** Home > Market > Select Target Product > Analytics > Import Price Trends of "Product" by Company > Enter the key companies identified in step 2 into the Importer filter

- Cross-verify that the actual procurement price at the optimal timing from Step 2 is at its lowest, confirming validity.



# Chapter 4. Risk Management and Supply Chain Stabilization

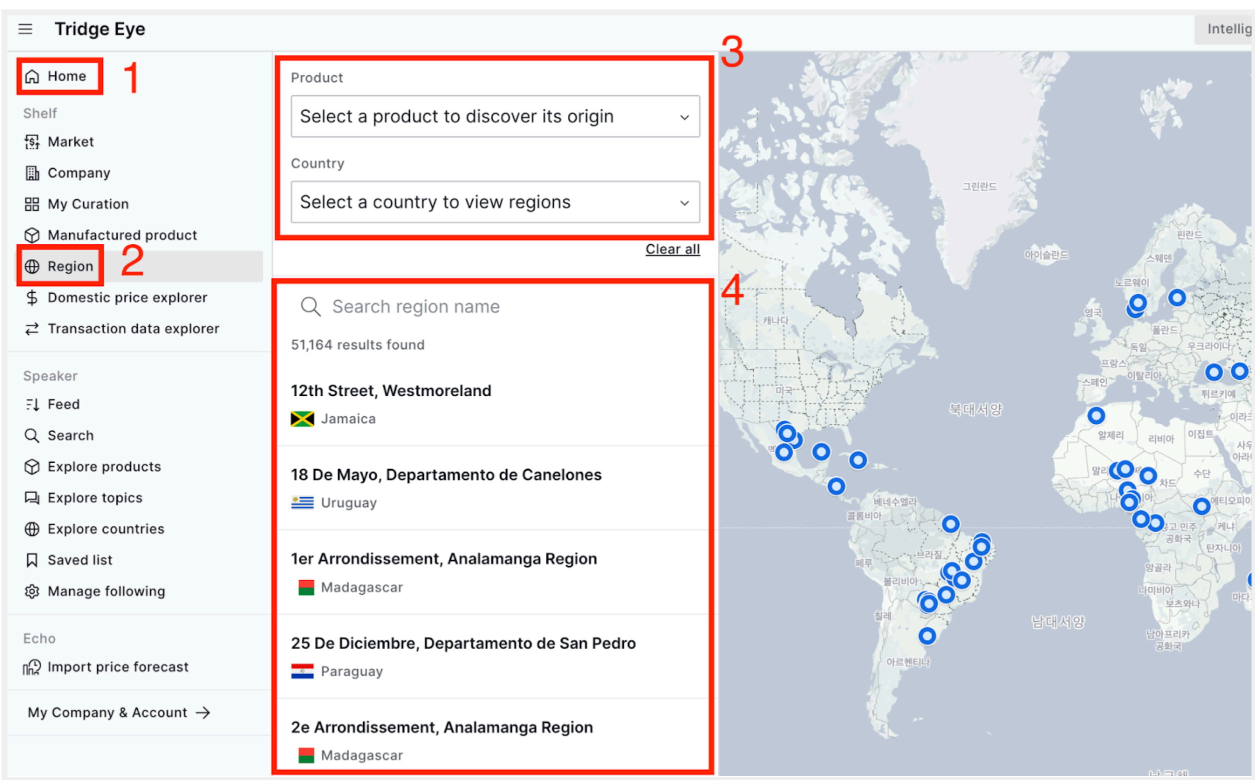
## 4.1 Production & Price Forecasting Based on Climate Data

Predict raw material supply disruptions and price impacts by cross-validating Region climate data with Speaker issue feeds.

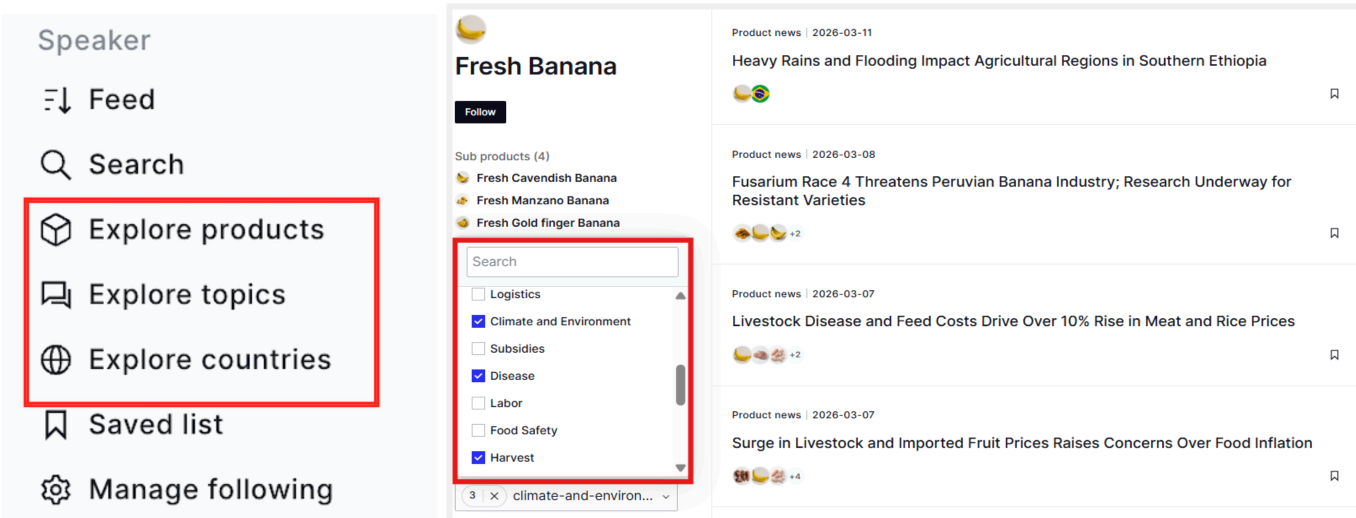
**Common application** Applicable to Both Route A & B

**Navigation path** **Home > Shelf > Region > Enter target product in Product filter > Enter target country in Country > Select region suitable for conditions > Check Weather, Precipitation, Temperature, UV Index, etc.**

Proactively identify potential climate-driven raw material supply disruptions by detecting significant anomalies in weather indicators compared to average levels.



**or Home > Speaker > Enter target value in Product · Country filter > Select "Climate and Environment" · "Harvest" · "Disease" in Topic filter > Check news regarding related issues and impact**




### Verification points

• Check if weather data shows outliers compared to the average → Identify the impact of abnormal temperatures on raw material supply and demand.

• If climate and yield issues have already occurred, check what impact they are having.

• Weather outliers do not always have a negative impact — since there are crops where heavy rain and heat actually increase yields, it is necessary to cross-verify with the Speaker whether the impact of outliers is positive or negative..

# 4.2 Building Alternative Supply Chains (Plan B) for Primary Origin Crisis Response

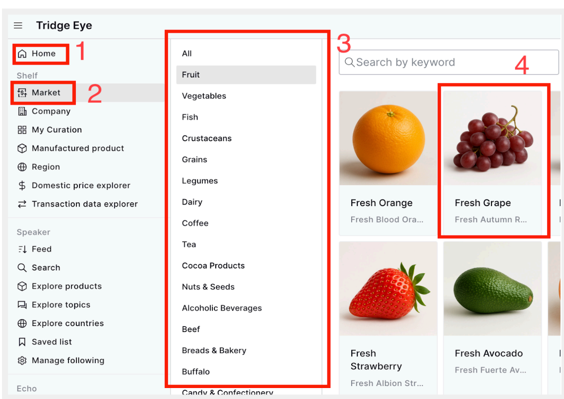
> Analyze based on three key criteria for alternative supply chain review — compatibility with existing products, procurement feasibility, and supply responsiveness.

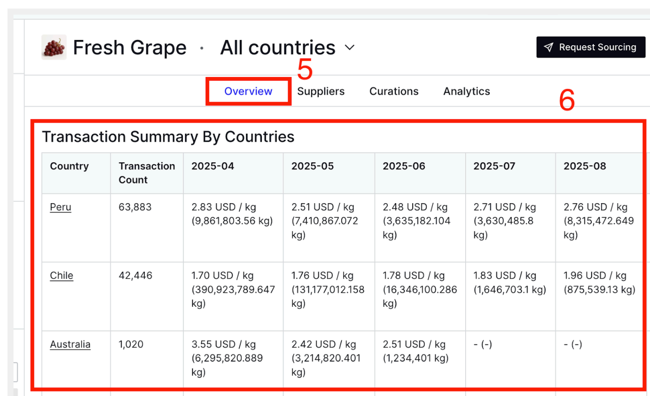
---

## Route A | Quick Check | Est. Time : Approx. 5 min

**Navigation path** Home > Shelf > Market > Select Target Product > Overview > Transaction Summary By Countries

If there is a country where volume is gradually increasing due to continuous transactions, prioritize it as an alternative supply chain candidate..




| Country | Transaction Count | 2025-04 | 2025-05 | 2025-06 | 2025-07 | 2025-08 |
|---|---|---|---|---|---|---|
| Peru | 63,883 | 2.83 USD / kg (9,861,803.56 kg) | 2.51 USD / kg (7,410,867.072 kg) | 2.48 USD / kg (3,635,182.104 kg) | 2.71 USD / kg (3,630,485.8 kg) | 2.76 USD / kg (8,315,472.649 kg) |
| Chile | 42,446 | 1.70 USD / kg (390,923,789.647 kg) | 1.76 USD / kg (131,177,012.158 kg) | 1.78 USD / kg (16,346,100.286 kg) | 1.83 USD / kg (1,646,703.1 kg) | 1.96 USD / kg (875,539.13 kg) |
| Australia | 1,020 | 3.55 USD / kg (6,295,820.889 kg) | 2.42 USD / kg (3,214,820.401 kg) | 2.51 USD / kg (1,234,401 kg) | - (-) | - (-) |

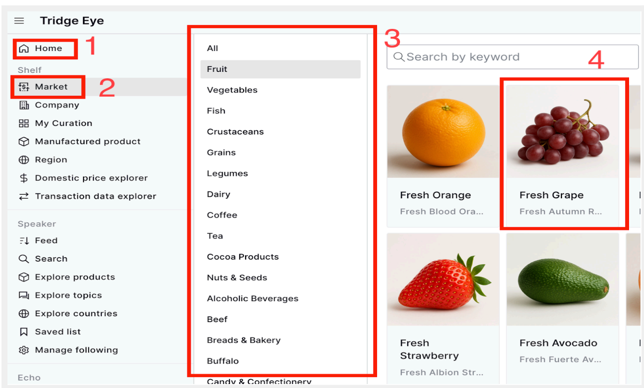
## Route B| Detailed Analysis | Est. Time : Approx. 20 min

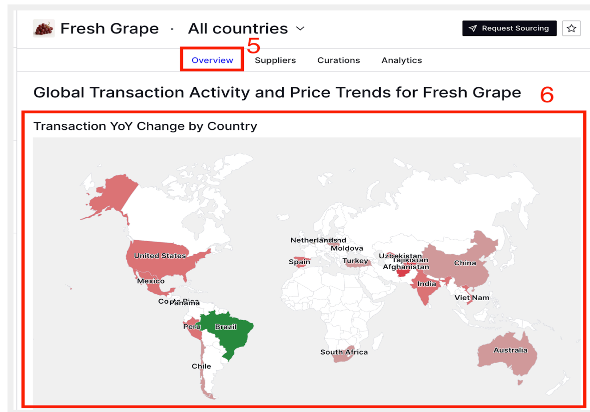
**1 STEP**

### Exploring Origins for Geographic Risk Decoupling

**Navigation path:** Home > Shelf > Market > Select Target Product > Overview > Transaction YoY Change by Country

- If you are currently sourcing from the Northern Hemisphere, explore Southern Hemisphere origins to geographically diversify climate and shipping route risks.
- Origin countries close to the importing country enable rapid supply during urgent substitute procurement by shortening transit times.



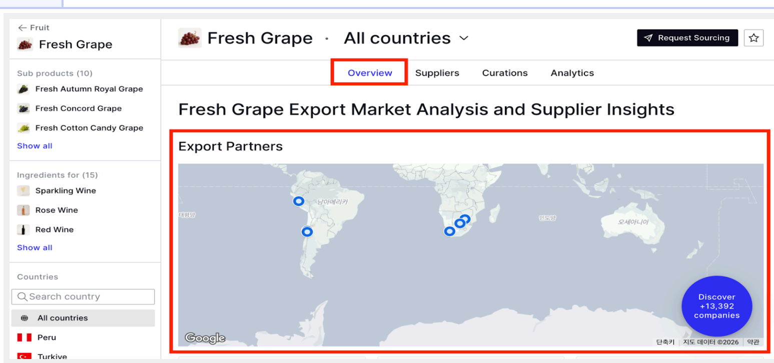




**2 STEP**

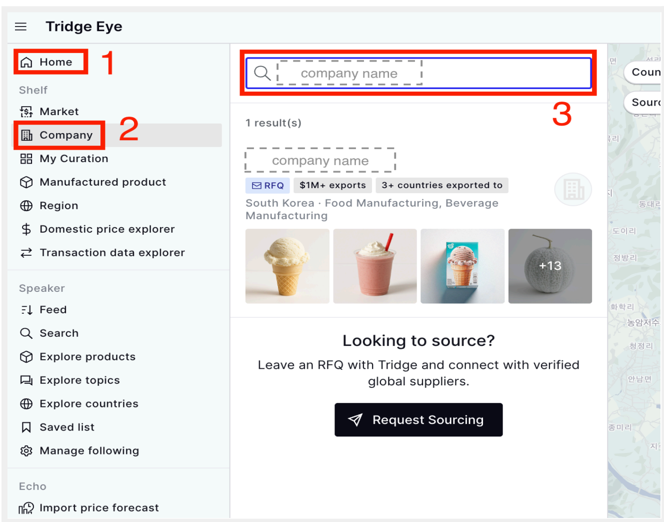
### Exploring & Verifying Potential Suppliers

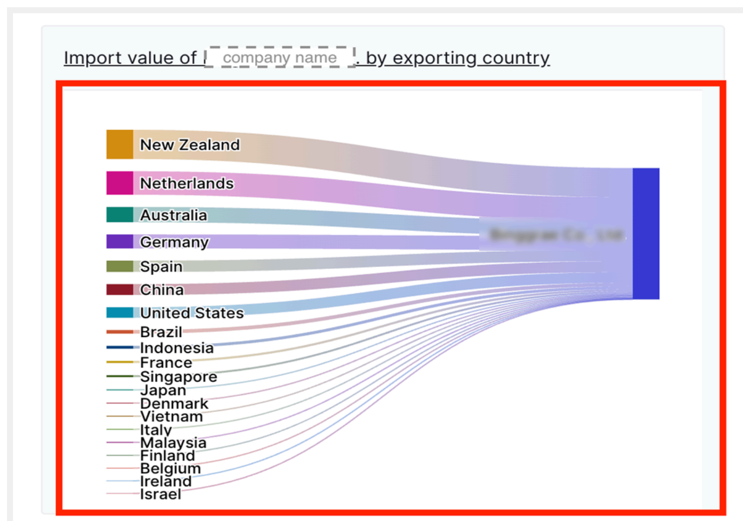
**Navigation path:** Home > Shelf > Market > Select Target Product > Select Current Sourced Country in Countries > Overview > Top Export Partner Companies Map

- Check the locations of potential suppliers other than existing clients.
  - Geographically separated suppliers provide terrain and climate risk diversification.
- After selecting candidates, verify export volume and transaction continuity in the Company Profile to confirm reliability.



| 3 STEP | Competitor's Diversification of New Origins Detected | **Navigation path:** Home > Shelf > Company > Select Competitor/Benchmarking Target > Company Analytics > Import Value of "Company" by Exporting Country<br>• Identify origins newly appearing and gradually expanding in share on the stacked bar chart<br>• Identifying the relevant country of origin as a region newly incorporated by a competitor importer for supply chain diversification → If it is a region not currently traded with by the company, prioritize review as a candidate for an alternative supply chain.. |
|---|---|---|



# Chapter 5. Export Market Identification & Entry Strategies

## 5.1 Exploring Promising Export Markets Based on Import Demand Spikes

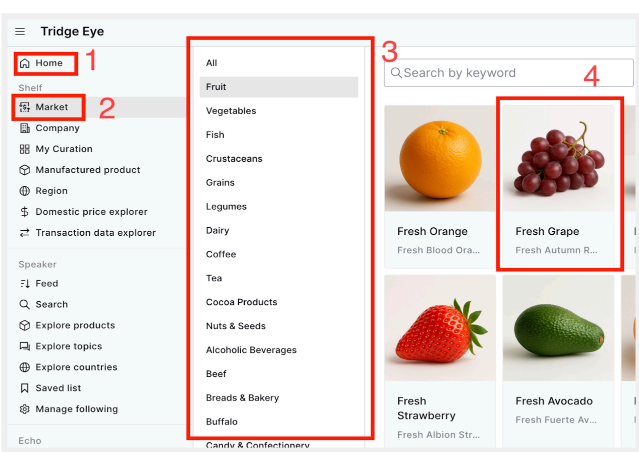
> Explore countries with rapidly expanding import demand to identify opportunities for entering new export markets for your products.

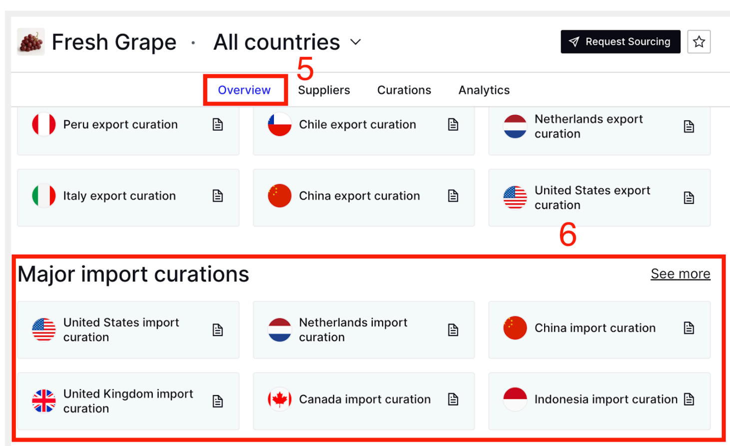
---

**Route A | Quick Check** | Est. Time : Approx. 5 min

> **Navigation path** Home > Shelf > Market > Select Target Product > Overview > Major Import Curations > Select Country > Check Report

Quickly grasp the current status of the selected country's import market through a summary report.



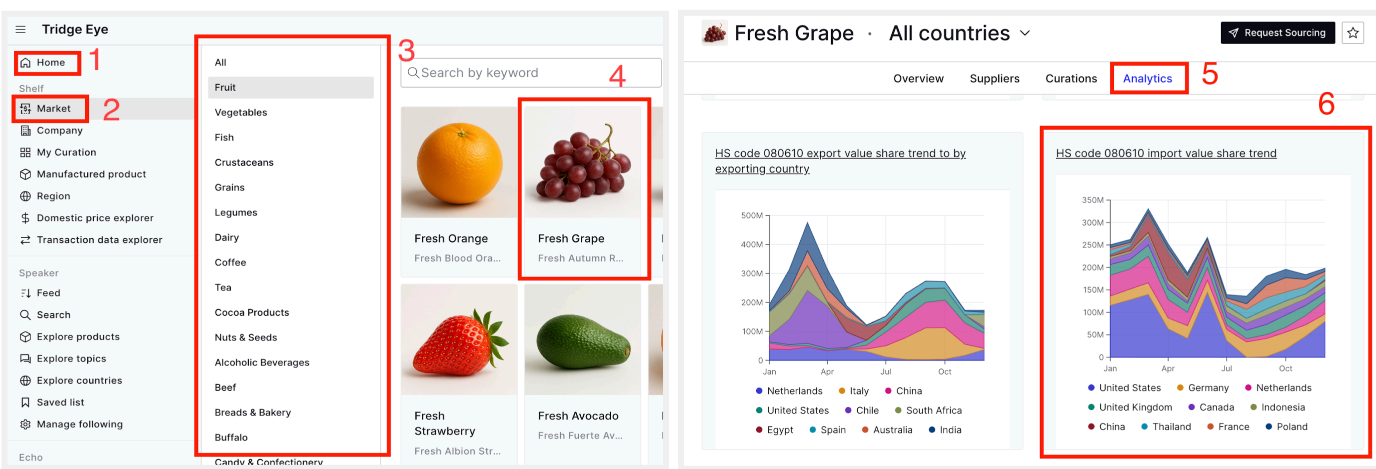
## Route B| Detailed Analysis | Est. Time : Approx. 20 min

**1** STEP

### Exploring Import Growth Countries Based on HS Code

**Navigation path:** Home > Shelf > Market > Select Target Product > Analytics > HS Code Import Value Share Trend (Stacked Line Graph)

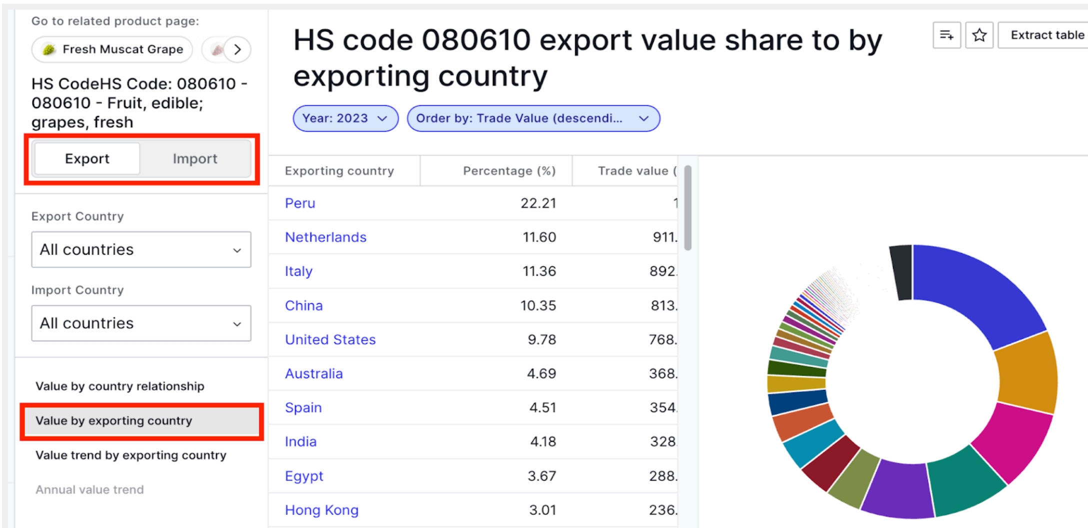
- The graph figures represent values for the entire product group aggregated by HS Code, and do not represent a one-to-one match with the target product.
  - Buyers in broader categories may have high potential interest in the target product; expanding the search scope captures more entry opportunities.
  - 1:1 matching countries may already have entrenched competitors; approaching via broader categories is often more effective.
- Prioritize countries where the graph area is expanding and total import volume is trending upward.



## 2 STEP — Understanding the target country's export trade structure

**Navigation path:** HS Code Import Value Share Trend > Set Target Country in Import Country Filter > Value by Exporting Country

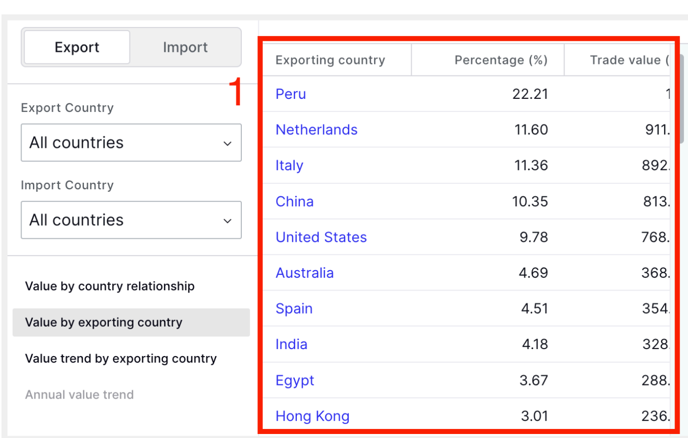
- Identify the export country composition of the target market selected in Step 1.

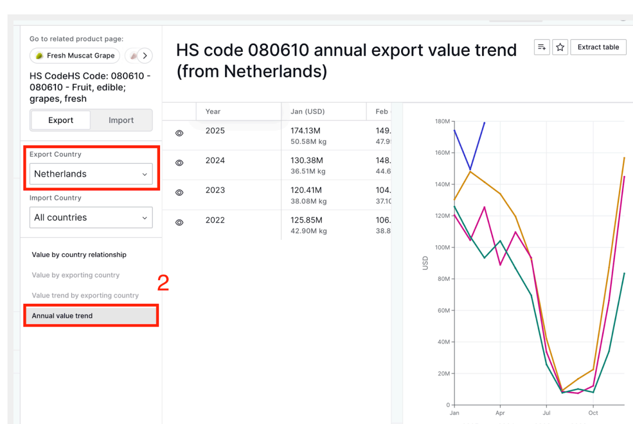



## 3 STEP — Section of declining market share in specific exporting countries — Identifying entry opportunities

**Navigation path:** Value by Exporting Country Table > Select Specific Exporting Country > Annual Value Trend Auto-moves

- If the annual export value of the exporting country in the graph on the right is on a declining trend → This is interpreted as meaning that while the market within the target country is growing, the exporting country's market share is shrinking.
- This represents a viable entry opportunity to fill the exporting country's vacancy.



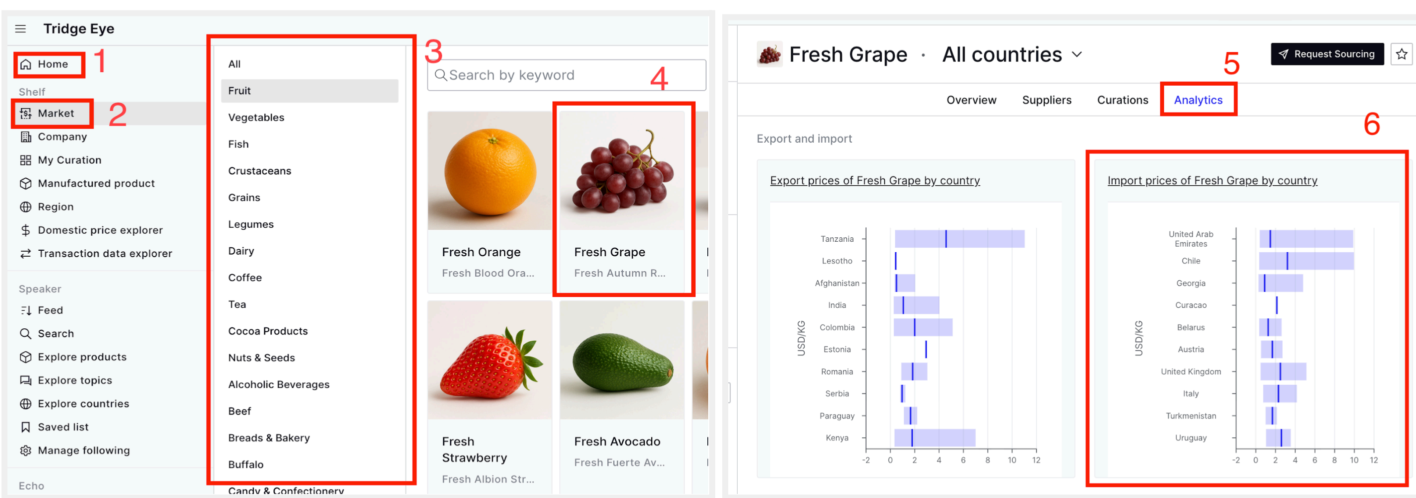



# 5.2 Selecting High-Margin Markets Through Country-Level Price Comparison

Select high-margin target markets where premium pricing is achievable by cross-analyzing import unit price and import dependency data by country.

**Route A | Quick Check** | Est. Time : Approx. 5 min

Navigation path **Home > Shelf > Market > Select Target Product > Analytics > Import Prices of "Product" by Country (Span Chart)**

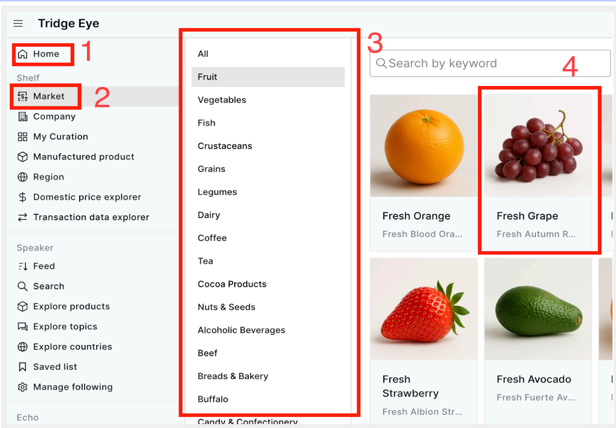


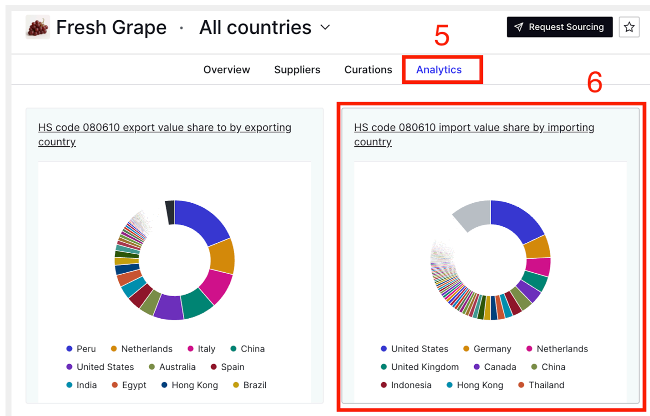

Use span charts to identify countries with high import unit prices as premium-accepting markets and prioritize them for review as targets capable of achieving high returns.

## Route B | Detailed Analysis | Est. Time : Approx. 20 min

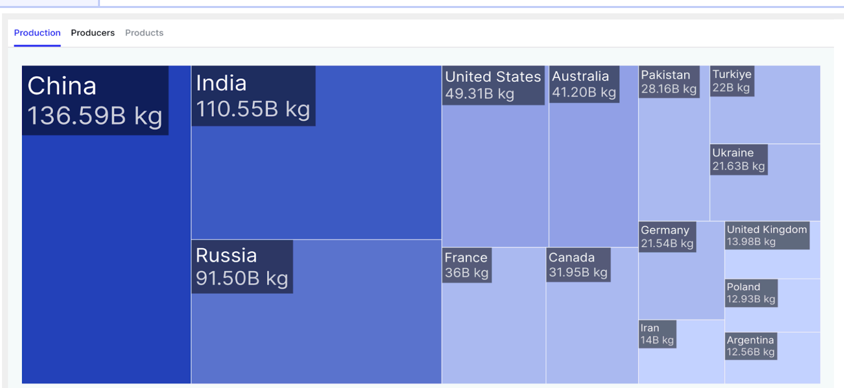
**Caution:** The price data provided on this platform is prior to the application of customs duties. When determining final profitability, please investigate customs rates by importing country separately and incorporate this into your decision-making.

| | | |
|---|---|---|
| **1** STEP | **Securing Major Importing Country List** | **Navigation path:** Home > Shelf > Market > Select Target Product > Analytics > Export Value Share by Importing Country<br>• Build a pool of analysis targets by securing a list of countries with high import volumes of the relevant product. |




| | | |
|---|---|---|
| **2** STEP | **Selecting High-Margin Markets Based on Import Dependency** | **Navigation path:** Tridge.com > Home > More > Data & Analytics > Production > Use the country list identified in Step 1 as the baseline.<br>• Sort the list of countries obtained in Step 1 by import volume (highest) and production volume (lowest) for cross-analysis<br>• Countries with weak domestic production and high import dependency offer greater premium pricing potential — prioritize high-margin targets. |



# Chapter 6. Buyer Identification and Sales Execution

## 6.1 Tracking Competitor Export Records (B/L) & Supply Chain Analysis

Systematically analyze competitors'  lineups, export destinations, and key buyers to formulate your sales strategy.

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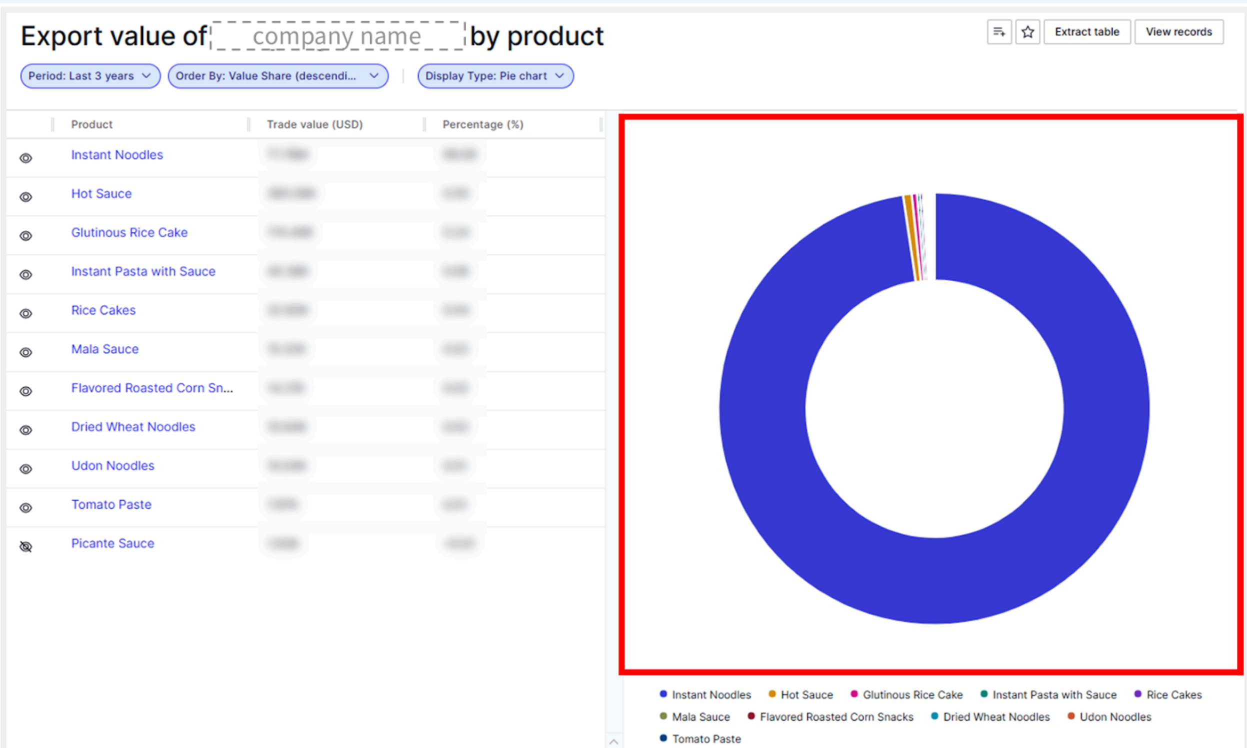
**Route A | Quick Check**| Est. Time : Approx. 5 min

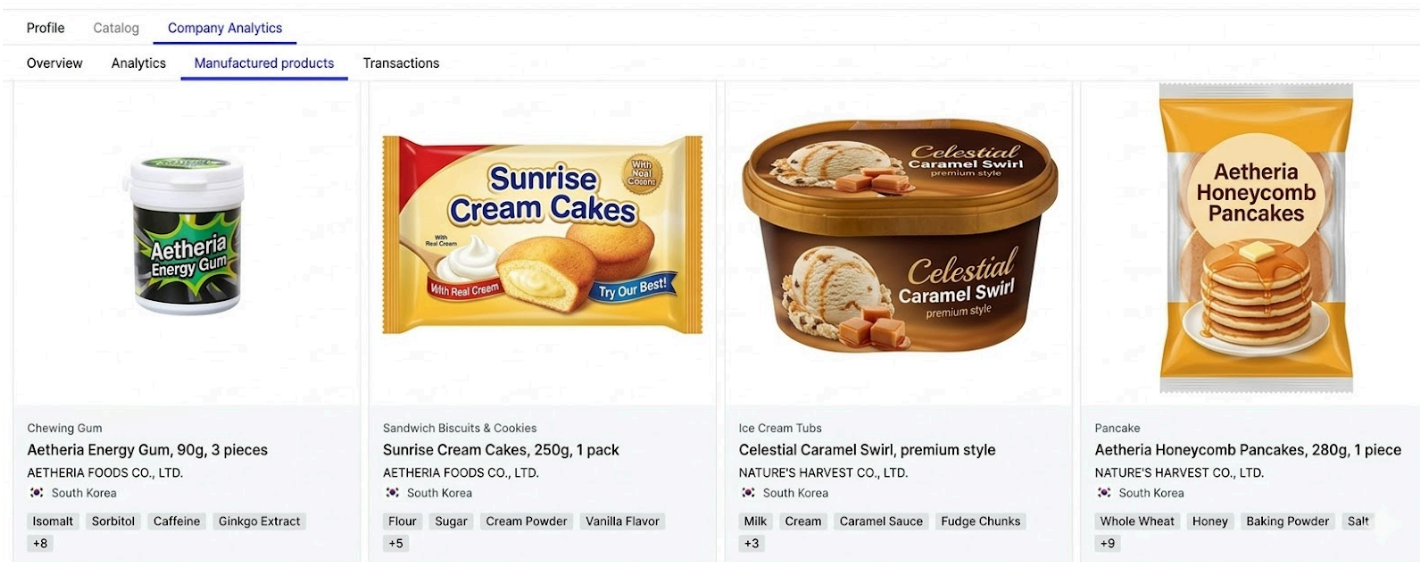
Navigation path **Home > Shelf > Company > Search your competitor > Company Analytics > Overview > Export Value of "Company" by Product**




Analyze the composition of competitors' export amounts by product to quickly identify key export products and market positions.

## Route B| Detailed Analysis | Est. Time : Approx. 20 min

| | | |
|---|---|---|
| 1 STEP | **Manufactured Products Export Spec Review** | **Navigation path:** Home > Shelf > Company > Search Competitors > Company Analytics > Manufactured Products<br>• For processed food products, you can check the detailed specifications of the products actually exported by competitors. |



## 2 STEP — Identifying the distribution of export countries by competitor's target product

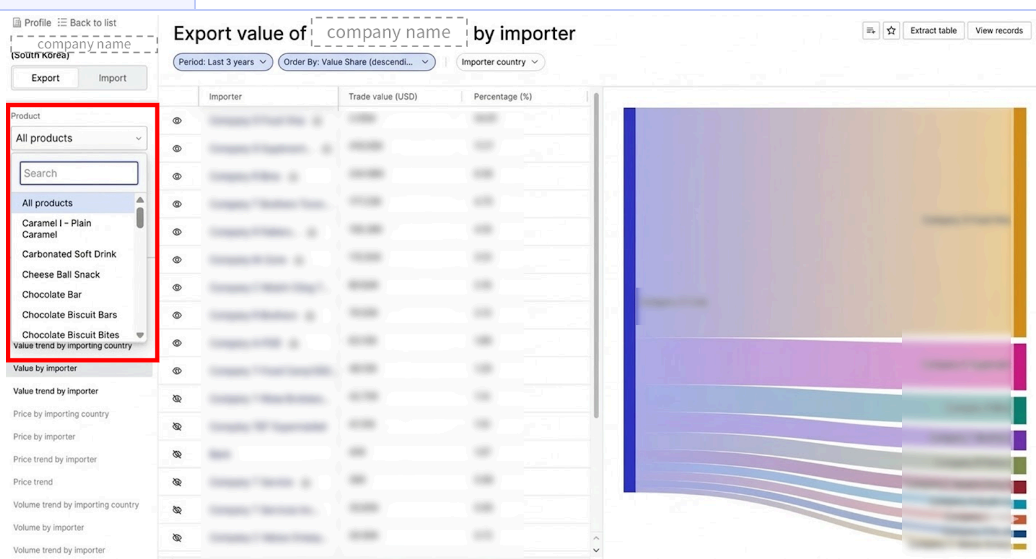
**Navigation path:** Home > Shelf > Company > Search Competitors > Company Analytics > Analytics > Export Value of "Company" by Importing Country > Enter target product in Product filter

- Identify the competitor's primary export country distribution for this product


## 3 STEP — Identify key buyers for competitors' target products

**Navigation path:** Home > Shelf > Company > Search Competitors > Company Analytics > Analytics > Export Value of "Company" by Importer > Enter target product in Product filter

- Identify the competitor's primary buyers for this product.
- For a specific target buyer, add the Importing Country filter to view transaction details in greater depth.

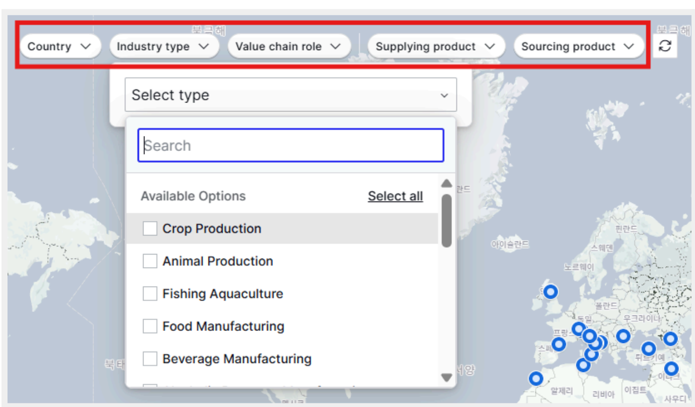


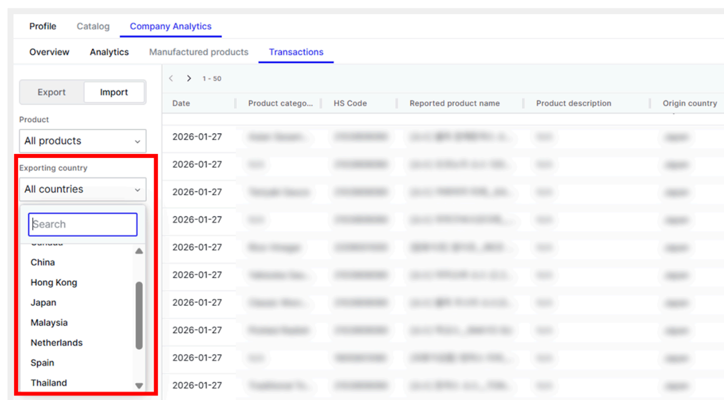
# 6.2 Securing Verified Local Buyer Information & Executing Sales Offers

> Discover and verify local buyers based on actual transaction history, then execute deals through official proposals that include essential sales information.

## Common application Applicable to Both Route A & B

**Navigation path** **Home > Shelf > Company > Enter Country · Industry Type · Value Chain Role · Sourcing Product in the filters above the map on the right > Select candidate company > Company Analytics > Transactions > Import mode > Enter your country of residence in Exporting Country**




### Precautions When No Trade History Exists

For buyers with no prior trading history with your home country, there may be reasons preventing transactions due to pesticide standards, tariffs, or import regulations. Additionally, initiating new transactions may delay the commencement of exports, as new importer registration and quarantine procedures must be completed.

It is recommended to prioritize the review of buyers with a history of transactions.

## Execute sales proposal after selecting client

Once the selection of a business partner is complete, a sales proposal is sent to the purchasing department's email via the official website or LinkedIn.

| Essential items to include in a sales proposal |
| --- |
| 1. **Product Details :** MOQ, Shelf Life, CBM, Certifications |
| 2. **Pricing :** Supply unit price, Expected margin rate |
| 3. **Value Proposition :** Selling Proposition (Differentiated Value of Your Products) |

# INDEX. Data Coverage Guide and Contact Info

## Precautions for Using This Manual

This manual is based on trade transaction data provided by the Tridge Eye platform. In the following cases, data may not be retrieved in the manner guided by this manual, or analysis results may be limited.

1. **Insufficient data range**

   If the accumulated volume of transaction data for the items or countries under analysis is insufficient, graphs may not be displayed, or it may be difficult to identify statistically significant trends.

2. **Absence of transaction history**

   If there is no actual transaction history between the relevant company or country, related data will not be retrieved.

3. **Undeclared transactions**

   Transactions for which local customs declarations have not been completed are not reflected in the trade data, which may cause the data to be displayed at a size smaller than the actual market.

4. **Low data coverage items**

   For some niche products or products with non-standard specifications, it may be difficult to apply the analysis procedures in the manual as is due to low coverage.

5. **Differences in HS Code classification criteria**

   If the HS Code application standards differ by country, data may be aggregated in a dispersed manner even for the same item.

*If the above situation occurs, you can expand the scope of analysis to a higher-level category (higherlevel HS Code or higher-level Sub-Product) or contact a Tridge Eye representative for guidance on alternative analysis methods.*

## Inquiries and Suggestions

If you have any questions while using the manual, suggestions for feature improvements, or require further analysis, please contact us via the email address below.

email: **gs-korea@tridge.com**

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