

INTRA BLOG: An SME – do it yourself – foreign market analysis

Project INTRA is all about internationalization! That is also why an in-depth analysis of the State of Affairs within the project partner countries is the backbone upon which the whole structure of the project will stand.

However, while preparing this analysis, our team has found some very useful ways, how you can do such an analysis yourself.

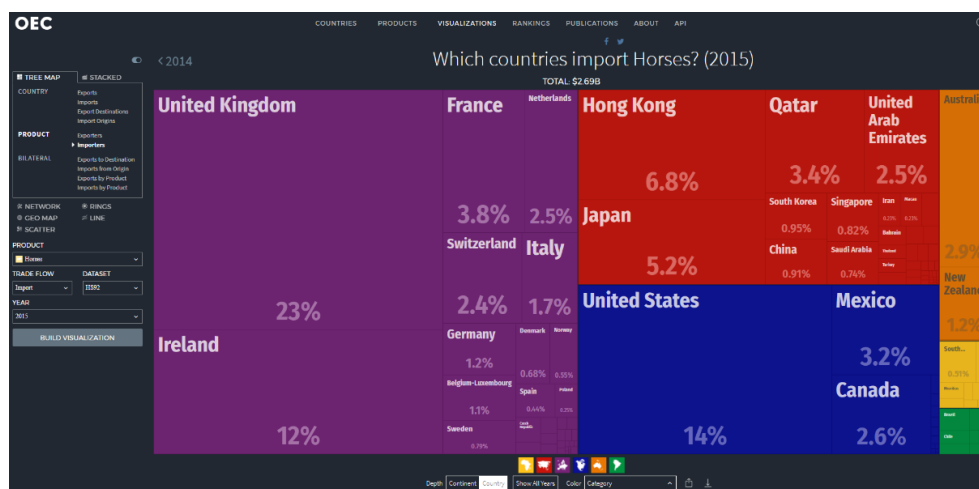
[The Observatory of Economic Complexity](#) is a website that allows users to quickly compose a visual narrative about countries and the products they exchange. Probably the most practical feature is the visualization button!



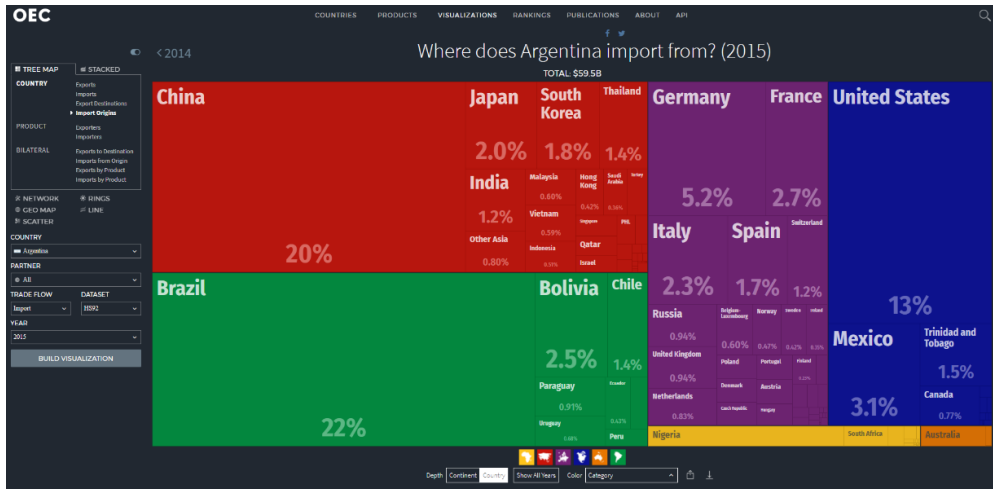
Here, the [team of the Observatory](#) prepared a very clear and easy to understand feature, providing information about countries, products, imports, exports... basically, everything you will need to get a quick overview of the topic you're interested in, based on data from 2015.

For example, just by a few quick clicks you can get various information.

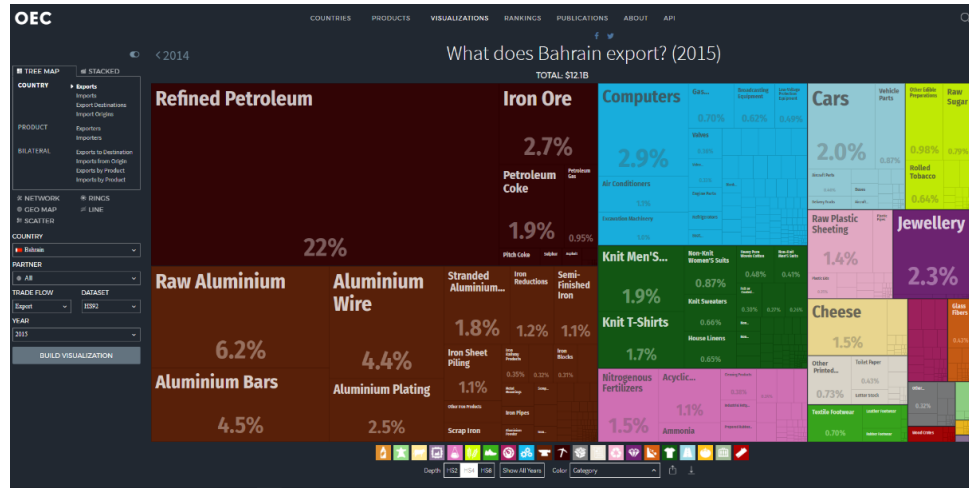
- 1) By product – you can for example see which countries are the biggest importers of a certain item (such as horses).



2) By country – you can see from where the imports of Argentina originate.



3) By country and product – if you are interested, what Bahrain is exporting.



4) Or by growth rate of certain product on each continent – shown by the example of Asian exporters of rubber pipes and their export growth compared to the previous year.

