



SIGMA SOLUTIONS USA

U.S. Market Entry – Marketing Strategy Intake Questionnaire

For Fruit & Vegetable Exporters

Please complete the following questionnaire with as much detail as possible. Your responses will be used to develop your customized U.S. market entry marketing strategy, positioning, and outreach campaign.

SECTION 1 — Company Information

1. Company name:
2. Country of origin:
3. Year established:
4. Website and social media links:
5. Primary contact person (name, title, email, phone):
6. Brief company overview (history, mission, strengths):

SECTION 2 — Product Information

7. List all fruit/vegetable products you export (fresh, frozen, IQF, puree, concentrate, dried):
8. For each product, provide available sizes, cuts, and packaging formats:
9. Annual production capacity for each product:
10. Monthly export capacity for the U.S. market:
11. Shelf life and storage requirements:
12. Cold chain capabilities (harvest → processing → storage → shipping):

SECTION 3 — Certifications & Compliance

13. Current certifications (GlobalG.A.P., HACCP, ISO, BRCGS, Organic, Kosher, Halal, etc.):
14. FDA Food Facility Registration status:
15. Do you currently have an FSVP importer in the U.S.?
16. Traceability systems in place (lot tracking, digital records, etc.):
17. Any known compliance gaps or challenges:

SECTION 4 — Target Market & Buyers

18. Which U.S. buyer segments are you targeting? (Importers, Distributors, Retailers, Foodservice, Processors, Private label)
19. Which U.S. regions or states are you most interested in?
20. Do you have existing U.S. customers? If yes, list them:
21. Which countries do you currently export to?

SECTION 5 — Competitive Landscape

22. Who are your main competitors (countries or companies)?
23. What makes your products different or better?
24. What challenges do you face competing with countries like Mexico, Peru, Chile, or China?
25. What price range do you typically offer for each product?

SECTION 6 — Branding & Marketing Assets

26. Do you have existing marketing materials? (Company profile, Product sheets, Photos/videos, Website content, Social media content)
27. Do you have a defined brand identity (logo, colors, messaging)?
28. Do you have English-language marketing materials?
29. Do you need bilingual (English/Arabic) materials?

SECTION 7 — Goals & Expectations

30. What are your primary goals for entering the U.S. market? (Awareness, Distributor partnerships, Retail entry, Private label, Long-term brand building)
31. What is your timeline for U.S. expansion?
32. What challenges have you faced entering the U.S. market so far?
33. What are your expectations from Sigma Solutions USA?
34. What does success look like for you in the next 6–12 months?

SECTION 8 — Logistics & Operations

35. Preferred shipping methods (air, sea, reefer, mixed):
36. Average lead times from order to shipment:
37. Port(s) of departure:
38. Do you offer samples? If yes, what is the process?

SECTION 9 — Additional Information

39. Is there anything else we should know about your company, products, or goals?
40. Any specific questions or concerns you want Sigma to address?

End of Questionnaire

Thank you for completing this form. Your responses will allow Sigma Solutions USA to develop a tailored, compliance-aligned, and market-ready strategy for your U.S. expansion.