

# Calculating your in-market price – Export Costs

## 1. Purchase price of raw materials:

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- (+) direct costs related to procurement;
- (+) indirect costs related to procurement;
- (-) portion of customs duties already paid, if applicable.

## 2. Costs related to adapting the product, if applicable.

## 3. Preparation costs:

- Labelling;
- Packaging;
- Origin marking;
- Packaging for shipment.

## 4. Transport costs:

- Loading and related costs;
- Storage;
- Routing.

## 5. Costs related to documentation:

- Preparation of documentation;
- Costs related to certification;
- Costs related to inspection.

## 6. Insurance costs:

- Freight insurance;
- Payment default insurance.

## 7. Customs duties:

- Brokerage and forwarding agent's fees;
- Customs duty;
- Export shipping costs;
- Import shipping costs.

## 8. Financing costs:

- Interest fees;
- Export credit insurance costs;
- Protection against fluctuations.

## 9. Costs related to marketing and promotion:

- Representation and distribution costs;
- Costs related to publicity and media relations
- Costs related to promotional material;
- Travelling expenses incurred by travel to target market.

## **10. Other costs**

*Source: Belgacem Rahmani, responsible for training at HEC Montréal*