## The 2007 Import and Export Market for Postcards, Personal Greeting Cards, Announcement Cards, and Decalcomanias in Denmark

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by
Professor Philip M. Parker, Ph.D.
Chaired Professor of Management Science
DNEAD (Singapore and Fontainebless, France)

On the demand side, exporters and strategic planners focusing on postcards, personal greeting cards, announcement cards, and decalcomanias in Denmark face a number of questions. Which countries are supplying postcards, personal greeting announcement cards. cards. and decalcomanias to Denmark? How important is Denmark compared to others in terms of the entire global and regional market? How much do the imports of personal greeting postcards, cards. announcement cards, and decalcomanias vary from one country of origin to another in Denmark? On the supply side, Denmark also exports postcards, personal greeting announcement cards. cards. decalcomanias. Which countries receive the most exports from Denmark? How are these exports concentrated across buyers? What is the value of these exports and which countries are the largest buyers? This report was created for strategic planners. international marketing executives and import/export managers who are concerned with the market for personal greeting postcards, announcement cards, and decalcomanias in Denmark. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics which appear several years after the fact. I have developed a methodology, based on macroeconomic and trade models, to estimate the market for postcards, personal greeting cards, announcement cards, and decalcomanias for those countries serving Denmark via exports, or supplying from Denmark via imports. It does so for the current year based on a variety of key historical indicators and econometric models. In what follows, Chapter 2 begins by summarizing where Denmark fits into the world market for imported and exported postcards, personal greeting cards, announcement cards, and

decalcomanias. The total level of imports and exports on a worldwide basis, and those for Denmark in particular, is estimated using a model which aggregates across over 150 key country markets and projects these to the current year. From there, each country represents a percent of the world market. This market is served from a number of competitive countries of origin. Based on both demand- and supply-side dynamics, market shares by country of origin are then calculated across each country market destination. These shares lead to a volume of import and export values for each country and are aggregated to regional and world totals. In doing so, we are able to obtain maximum likelihood estimates of both the value of each market and the share that Denmark is likely to receive this year. From these figures, rankings are calculated to allow managers to prioritize Denmark compared to other major country markets. In this way, all the figures provided in this report are forecasts that can be combined with internal information sources for strategic planning purposes.

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