

Export Smarter: Live Demo Prompt Sheet

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Every prompt from the session, filled in with sample details so each one can be copied and pasted as it is. Online class for You Export (Agri & All Trade Chamber), Madurai, 16 October 2026, 4:30 PM to 6:00 PM.

Before the demo

All prompts use one made-up sample company so the answers connect from topic to topic. The company name, costs and exchange rates are sample values for demonstration only, not real data.

Detail	Sample value used in the prompts
Company	Madurai Green Leaf Exports (sample name), Madurai, Tamil Nadu, India
Product	Organic moringa leaf powder
Capacity	2 tons per month
Certificates	FSSAI licence and organic certificate
Minimum order	100 kg
Packing	250 g pouch, 1 kg pouch, 25 kg bag
Target markets	Germany and UAE
Port	Tuticorin

Keep these ready before you start:

- ChatGPT, Claude, Gemini, NotebookLM and Google AI Studio open in separate tabs and logged in
- One clear photo of a product pack (for prompts 10.1, 11.2)
- One product sheet or brochure as PDF (for prompts 12.1, 12.2)
- Optional: three real competitor website links, to run prompt 6.1 on live websites instead of the sample text
- Today's exchange rates from your bank, to replace the sample rates in 5.1 and 5.2

Tip for the live session: paste prompt 18.1 (the master prompt) first in ChatGPT and Claude. Then every later answer already knows the company.

Part 1 – AI basics

1.1 Weak prompt, then strong prompt

Tool: ChatGPT. Paste the weak one first, show the general answer, then paste the strong one.

How to export moringa?

Act as an export consultant. I am a first-time exporter from Madurai with 2 tons per month of organic moringa leaf powder. Explain, step by step, how I can get my first order from the UAE. Give a 10-step action plan in a table with the time needed for each step. Use simple English.

1.2 Let AI ask you questions

Tool: ChatGPT or Claude.

I want to start exporting organic moringa leaf powder from Tamil Nadu. Before you answer, ask me 8 questions one by one to understand my business. After I answer, give me a personalised 90-day export starting plan.

1.3 Improve any answer

Paste any one of these after an answer.

Make it shorter.

Explain like I am a beginner.

Give it as a table.

Translate to Tamil.

What did you assume? Which points should I verify?

Part 2 – Market and money

Topic 2: Find customers

Tool: ChatGPT, Gemini or Claude with web search turned on.

2.1 Choose the right market

Act as an export market research expert. I am a new exporter from Madurai, Tamil Nadu, India. My product is organic moringa leaf powder.

List the top 10 importing countries for this product. For each country give: why demand is high, type of buyers, typical quality or certificate expected, and how difficult it is for a beginner (Easy / Medium / Hard).

Give the answer as a simple table. Mention the source for each fact so I can verify.

2.2 Buyer profile and where to find them

For organic moringa leaf powder in Germany, describe my ideal buyer: type of company, size, what they care about most, and the job title of the person who decides.

Then list 10 practical ways to find such buyers: trade directories, B2B portals, trade fairs, associations, LinkedIn search words and Google search words I can type.

2.3 First introduction email

Write a short, polite first email to an importer in Germany introducing my company Madurai Green Leaf Exports, Madurai, India. We supply organic moringa leaf powder with FSSAI licence and organic certificate. Minimum order is 100 kg.

Keep it under 120 words, simple English, no exaggeration, end with one clear question. Also give 3 subject lines and a 3-line WhatsApp version.

Topic 3: Product detailing and analysis

Tool: ChatGPT or Claude. The specification values below are sample values; use your real test report in practice.

3.1 Product specification sheet

Act as an export documentation expert. Create a one-page product specification sheet for a foreign buyer.

Product: Organic Moringa Leaf Powder. Origin: Madurai, Tamil Nadu, India.
Details I know: colour bright green, moisture below 8%, mesh size 80, shelf life 18 months, packing sizes 250 g pouch, 1 kg pouch and 25 kg bag, certificates FSSAI and organic, monthly capacity 2 tons.

Use a table with: Product description, Specifications, Packing, Shelf life, Storage, MOQ, Lead

time, Certificates. Mark anything I have not given as "To be confirmed". Do not invent values.

3.2 Strengths, weaknesses and uses

Do a simple SWOT analysis for exporting organic moringa leaf powder from Tamil Nadu to Germany. Use simple words. Then list 8 uses of the product and which type of customer buys it for each use.

3.3 Buyer questions

List 15 questions an importer in Germany will usually ask about organic moringa leaf powder before placing a first order. Write a short model answer for each, leaving blanks where my own data is needed.

Topic 4: Pricing analysis

Tool: ChatGPT or Claude. All cost figures are sample numbers for the demo.

4.1 Export costing sheet

Act as an export costing consultant. Build a step-by-step export price calculation for organic moringa leaf powder, quantity 1,000 kg in 25 kg bags, shipped from Tuticorin port to Hamburg.

My costs: product cost Rs 320 per kg, packing Rs 18 per kg, local transport Rs 6 per kg, CHA and port charges Rs 12 per kg, freight USD 0.35 per kg, insurance 0.5%, bank charges 1%, profit margin 15%. Use 1 USD = Rs 88.

Show Ex-Works, FOB and CIF price per kg in INR and USD in a table. List any cost I have missed. Show every formula so I can check it.

4.2 Quantity-wise price slabs (paste in the same chat, after 4.1)

Using the above costing, prepare a price slab table for 500 kg, 1 ton, 5 tons and a full container. Explain in one line each why the price per kg reduces.

4.3 Price position

My FOB price for organic moringa leaf powder is USD 4.70 per kg. Explain how I can check if this is competitive in Germany, which public sources show import prices, and 5 ways to justify a higher price without discounting.

Topic 5: Multi-currency pricing

Tool: ChatGPT, Gemini or Claude. The exchange rates are sample rates; replace them with today's rates from your bank.

5.1 Multi-currency price list

My FOB price is USD 4.70 per kg for organic moringa leaf powder. Use these rates: 1 USD = Rs 88, 1 EUR = Rs 96, 1 GBP = Rs 112, 1 AED = Rs 24, 1 SGD = Rs 66.

Create a price list table in USD, EUR, GBP, AED and SGD for 3 pack sizes: 250 g, 1 kg, 25 kg. Round prices neatly. Add the line "Prices valid for 15 days, subject to exchange rate on date of order".

5.2 Exchange rate risk

I quoted USD 4.70 per kg when 1 USD = Rs 88. Show in a small table my profit or loss per kg if the rupee moves 1, 2 and 3 rupees stronger or weaker. Then explain in simple words 4 ways a small exporter can protect against this.

Topic 6: Competitor analysis

Tool: ChatGPT, Gemini or Claude. The three competitors below are made-up samples, so this runs without web search; paste real competitor website links in their place when you want a live comparison.

6.1 Compare competitors

Act as a market analyst. Below is information copied from the websites of three competitors who sell moringa leaf powder.

Competitor A (India): Sells moringa leaf powder, moringa capsules and moringa tea. Pack sizes 100 g, 500 g and 20 kg. Certificates: organic and ISO 22000. Exports to USA, Germany and Australia. No price shown. Main message: "Farm to pack in 48 hours". Website has no product specification sheet and no minimum order details.

Competitor B (India): Sells only bulk moringa leaf powder in 25 kg bags. Certificates: FSSAI only. Exports to UAE and Malaysia. Price shown: USD 3.90 per kg FOB. Main message: "Lowest price guaranteed". Website looks old, no photos of the factory, no lab report.

Competitor C (Sri Lanka): Sells moringa powder, moringa oil and coconut products. Pack sizes 250 g and 1 kg retail pouches with private label option. Certificates: organic and fair trade. Exports to UK, France and Netherlands. Price shown: USD 6.20 per kg. Main message: "Ethically sourced superfoods". Minimum order 500 kg, delivery 45 days.

Compare them in a table: products, pack sizes, certificates, countries served, price if shown, main selling message, weak points.

Then tell me 5 gaps I can use as a new exporter from Madurai.

6.2 My positioning (same chat, after 6.1)

Based on this comparison, suggest 3 ways my company can be different. For each, write one positioning sentence I can use on my website and brochure.

6.3 Competing countries

Which other countries export moringa leaf powder to Germany? Compare India with them on price, quality image and delivery time. Mention sources.

Topic 7: Complaints analysis

Tool: ChatGPT or Claude. The complaints below are made-up samples.

7.1 Find the pattern

Below are 8 customer complaints we received in the last 6 months. Group them into categories such as quality, packing, delay, documents, communication. Show a table with category, number of complaints, example, likely root cause and corrective action. Finally tell me the top 3 things to fix first.

1. Ten bags arrived damp and the powder had lumps.
2. Shipment reached 12 days later than promised.
3. Colour of the powder was duller than the sample.
4. Certificate of origin had the wrong buyer address.
5. Nobody replied to my email for four days.
6. Outer cartons were torn, two pouches leaked.
7. Packing list quantity did not match the invoice.
8. Second order was delayed again without any update.

7.2 Reply to an unhappy buyer

A buyer in Germany complains that 10 bags arrived damp. The facts: the goods were packed in 25 kg paper bags with inner liner, shipped during monsoon, container was not opened in transit. Write a polite, professional reply that accepts responsibility where it is ours, asks for photos and batch number, and offers a replacement of the 10 bags in the next shipment. No excuses, under 150 words.

7.3 Learn from competitor reviews

Here are customer reviews of similar products on an online marketplace:

- "Good colour and fresh smell, but the pouch does not reseal."
- "Tastes bitter compared with my earlier brand."
- "Fine powder, mixes well in smoothies. Would buy again."
- "No expiry date visible on the pack."
- "Arrived with the seal broken."

List what customers love, what they complain about, and 5 improvements I can make in my product or packing.

Part 3 – Brand and marketing

From here the prompts use "Vaigai Leaf" as a sample brand name. It is a placeholder for the demo, not a checked or available trademark.

Topic 8: Brand and product name ideas

Tool: ChatGPT.

8.1 Name ideas

Act as a brand naming expert. Suggest 20 brand names for organic moringa and spice products from Madurai, India, to be sold in Europe and the Middle East.

Give 5 names in each style: Tamil or Indian heritage, modern short names, nature based, premium sounding. Each name must be easy to pronounce for foreigners and within 2 to 3 syllables. Give the meaning in one line.

8.2 Safety check (same chat; replace the five names with ones you pick from the 8.1 answer)

For these 5 names: Vaigai Leaf, Moriva, Greenora, Thendral, Pureva, check if any of them has a bad or funny meaning in English, Arabic, German, French or Spanish. Suggest a matching .com domain idea for each. Tell me which 2 are strongest and why.

Topic 9: Logo and taglines

Tool: ChatGPT for taglines; ChatGPT Image or Gemini (Nano Banana) for the logo.

9.1 Taglines

Write 15 taglines for Vaigai Leaf, an exporter of organic moringa leaf powder from India. Maximum 5 words each. Mix of trust, purity, heritage and health themes. Simple English that a non-native speaker understands.

9.2 Logo concept

Create a clean, modern, flat logo for an export brand called "Vaigai Leaf". Products: moringa and spices. Use a simple leaf symbol, colours deep green and gold, white background, bold readable lettering, no small details, suitable for printing on a carton box. Show the brand name spelled exactly as given.

9.3 Refine (same chat, after 9.2)

Keep the same logo. Change only this: add the tagline "Pure from the source" below the brand name.

Topic 10: Branding images for social media

Tool: Gemini (Nano Banana) and ChatGPT Image.

10.1 Product photo to studio shot (upload the product pack photo first)

Use the uploaded photo of my product pack. Keep the pack, label and text exactly the same. Place it on a clean wooden table with fresh moringa leaves around, soft natural light, white background, premium look. Square format for Instagram.

10.2 Social media post

Create a square social media post for Vaigai Leaf. Heading: "Pure Moringa Powder – Export Quality". Small line: "From the farms of Tamil Nadu". Colours green and gold, modern clean design, product image in the centre, space at the bottom for contact details.

10.3 Caption and monthly plan (ChatGPT or Claude)

Write a LinkedIn caption and an Instagram caption for a post about our export-quality organic moringa leaf powder from Tamil Nadu, under 60 words each, with 8 hashtags aimed at importers. Then give me a 30-day posting calendar with one idea per day: product, process, quality, people, customer and festival posts.

Topic 11: Product ads video

Tool: Gemini video generation. Each video takes a little time to generate, so start it and keep talking.

11.1 Scene 1 – origin

Create a short cinematic video. Early morning in a green moringa farm in South India, a farmer gently plucking fresh leaves, sunlight through the trees, slow camera movement, natural sounds, warm and authentic mood.

11.2 Scene 2 – product (upload the product pack photo first)

Using the uploaded product photo, create a short product advertisement video. The pack stands on a wooden table, green moringa powder is poured into a bowl beside it, slow rotating camera, soft studio light, premium feel, no text on screen.

11.3 Script and storyboard first (ChatGPT or Claude)

Write a 30-second product ad script for organic moringa leaf powder aimed at importers in Germany. Give 4 scenes in a table: what we see, voice-over line, on-screen text. Then write a separate video generation prompt for each scene.

Topic 12: Voice product description

Tool: NotebookLM. Create a notebook and upload the product sheet or brochure first.

12.1 Customise the audio (paste in the Audio Overview customise box)

Explain this product to a food importer who has never bought from India. Focus on product quality,

certificates, packing options and how to order. Keep it short, clear and professional. Do not add any claim that is not in the uploaded documents.

12.2 Ask your own documents (paste in the notebook chat)

From the uploaded documents, prepare a 10-point FAQ for buyers with short answers. Tell me which important buyer questions are NOT answered in my documents.

12.3 Short voice-over script (ChatGPT or Claude)

Write a 45-second voice script introducing organic moringa leaf powder from Madurai Green Leaf Exports, in friendly simple English, that I can record in my own voice for WhatsApp.

Topic 13: Company and product presentation

Tool: Claude, ChatGPT or Gemini.

13.1 Company profile deck

Act as a presentation designer. Create a 10-slide company presentation for Madurai Green Leaf Exports, an exporter of organic moringa leaf powder from Madurai, India, for foreign buyers.

Slides: Cover, About us, Products, Quality and certificates, Process, Packing, Capacity and lead time, Markets served, Why choose us, Contact.

Company facts: based in Madurai, Tamil Nadu; product organic moringa leaf powder; capacity 2 tons per month; certificates FSSAI and organic; packing 250 g pouch, 1 kg pouch, 25 kg bag; minimum order 100 kg; target markets Germany and UAE; shipping from Tuticorin port.

Maximum 30 words per slide, simple English, suggest one photo for each slide. Do not invent facts; mark missing ones as "To be added".

13.2 One-page product flyer

Create a one-page product flyer for organic moringa leaf powder from Madurai Green Leaf Exports with headline, 5 key benefits, specification table, packing options and contact section. Mark any detail I have not given as "To be added".

Topic 14: AI website design

Tool: Google AI Studio (Build).

14.1 Build the website

Build a modern, mobile-friendly export company website for Madurai Green Leaf Exports, Madurai, India. We export organic moringa leaf powder.

Pages: Home, About Us, Products (with a card for each product showing specifications and packing), Quality & Certificates, Contact with enquiry form and WhatsApp button.

Style: clean, green and white, large product photos, simple English. Add a "Request a Quote" button on every page.

14.2 Improve it (same build, after 14.1)

Add a product enquiry form that asks for name, company, country, product, quantity and message. Add a section "Countries We Serve" and a FAQ section with 6 questions buyers usually ask.

14.3 Website content (ChatGPT or Claude)

Write the Home page and About Us content for my export website. Company facts: Madurai Green Leaf Exports, Madurai, Tamil Nadu, India; exporter of organic moringa leaf powder; capacity 2 tons per month; FSSAI licence and organic certificate; minimum order 100 kg; markets Germany and UAE. Tone: trustworthy and simple. Include a headline, a 2-line introduction and 4 reasons to choose us.

Part 4 – Daily export work

The buyer "Hamburg Bio Import GmbH" is a made-up sample name. The IEC, GST and bank details are dummy numbers, and the HS code is a sample to confirm with your CHA; never demo with real numbers on a shared screen.

Topic 15: Automatic quotation and proposals

Tool: Claude.

15.1 Export quotation

Act as an export sales executive. Create a professional export quotation as a Word document.

Seller: Madurai Green Leaf Exports, Madurai, Tamil Nadu, India. IEC number: 0000000000. GST: 33AAAAA0000A1Z5.

Buyer: Hamburg Bio Import GmbH, Germany.

Product: Organic Moringa Leaf Powder. Specification: bright green, moisture below 8%, mesh size 80.

Quantity: 1,000 kg. Price: USD 4.70 per kg FOB Tuticorin.

Packing: 25 kg paper bags with inner liner.

Payment terms: 50% advance, balance against BL copy.

Delivery: 20 days from advance. Validity: 15 days.

Include a quotation number, date, price table with total, terms and conditions, bank details section (Bank: Sample Bank, Madurai Main Branch; Account name: Madurai Green Leaf Exports; Account number: 000000000000; SWIFT: SAMPINBBXXX) and signature block.

15.2 Business proposal

Write a 2-page supply proposal to Hamburg Bio Import GmbH, a distributor in Germany, for regular monthly supply of organic moringa leaf powder. Sections: Understanding your need, Our offer, Quality assurance, Pricing and terms, Why us, Next steps.

Use only these facts: supplier Madurai Green Leaf Exports, Madurai, India; capacity 2 tons per month; FSSAI licence and organic certificate; packing 250 g, 1 kg and 25 kg; price USD 4.70 per kg FOB Tuticorin; minimum order 100 kg; delivery 20 days; payment 50% advance, balance against BL copy.

15.3 Proforma invoice (same chat, after 15.1)

Convert the above quotation into a Proforma Invoice with the same details. Add HS code 1211 90, country of origin India, port of loading Tuticorin, port of discharge Hamburg and Incoterm FOB.

Topic 16: Email summary and smart replies

Tool: ChatGPT and Claude. The buyer emails below are made-up samples.

16.1 Summarise

Summarise this email chain in 5 bullet points. Then list: what the buyer is asking, deadlines, what I

must do next, and any risk or unclear point I should clarify.

Email 1, from buyer, 6 October:

Thank you for the samples. Quality looks acceptable. We are considering a first order of 2 tons. Can you confirm your best price for this quantity, and whether you can deliver before 15 November? We also need the organic certificate and a recent lab report.

Email 2, from us, 7 October:

Thank you. Our price is USD 4.70 per kg FOB Tuticorin. We will share the certificate and lab report shortly.

Email 3, from buyer, 10 October:

Your price is higher than another offer we have at USD 4.40. Can you match it? We have not yet received the certificate or lab report. Please also confirm packing in 25 kg bags with our label. We need to decide by Friday.

16.2 Smart reply (same chat, after 16.1)

Write a reply to this buyer. What I want to say: we can supply 2 tons, delivery in 20 days, price cannot be reduced but we can give free samples of our next batch and print their label at no extra cost. Certificate and lab report are attached. Tone: polite, confident, short. Under 120 words. Give me two versions: one firm, one friendly.

16.3 Tamil to English, and follow-up

I will type in Tamil. Convert it into a professional business email in simple English:

நாங்கள் 2 டன் முருங்கை இலை பவுடர் 20 நாட்களில் அனுப்ப முடியும். விலையை குறைக்க முடியாது, ஆனால் இலவச மாதிரி அனுப்புகிறோம். உங்கள் பதிலுக்காக காத்திருக்கிறோம்.

Also write a gentle follow-up email for a buyer who has not replied for 7 days after receiving my quotation.

Topic 17: Export process worksheet and checklist

Tool: Claude.

17.1 Process worksheet

Act as an export operations manager. Prepare a step-by-step export process worksheet for shipping organic moringa leaf powder from Madurai through Tuticorin port to Germany on FOB terms with 50% advance and balance against documents payment.

Create it as an Excel sheet with columns: Step number, Activity, Responsible person, Document needed, Days required, Status, Remarks. Cover enquiry, quotation, order confirmation, production, quality check, packing, documents, customs clearance, shipment, bank documents and payment follow-up.

17.2 Document checklist (same chat, after 17.1)

Prepare a pre-shipment document checklist for the same order with tick boxes. For each document mention who issues it and at what stage. Include commercial invoice, packing list, shipping bill, bill of lading, certificate of origin and any product-specific certificate. Mark clearly which items I must confirm with my CHA or the buyer.

17.3 One-time registration checklist

I am a first-time exporter in Tamil Nadu. Prepare a simple checklist of registrations and accounts I need before my first shipment, with the purpose of each in one line.

Wrap-up – the master prompt

18.1 Master prompt. Paste at the start of any new chat in ChatGPT or Claude.

You are my export business assistant. My company: Madurai Green Leaf Exports, Madurai, India. Product: organic moringa leaf powder. Capacity: 2 tons per month. Certificates: FSSAI licence and organic certificate. Target markets: Germany and UAE. Minimum order: 100 kg.

Always answer in simple English, use tables where useful, never invent facts about my company, and tell me clearly which points I should verify with official sources.

18.2 Blank version for participants. Fill in your own details.

You are my export business assistant. My company: [NAME], [CITY], India. Product: []. Capacity: []. Certificates: []. Target markets: []. Minimum order: [].

Always answer in simple English, use tables where useful, never invent facts about my company, and tell me clearly which points I should verify with official sources.