

# 1.1 Assessing your company’s Export-Readiness

Respond to the following regarding the **status of your business today**.

## Summary Assessment

|  |  |  |  |
| --- | --- | --- | --- |
| **About your Company** | **Yes** | **No** | **Not Sure** |
| 1. Is your company profitable and well established in your domestic market? |  |  |  |
| 1. Are your services unique and in demand in other countries? |  |  |  |
| 1. Are your services of better quality or value for money than those of your competitors? |  |  |  |
| 1. Do you have sufficient financial resources to pursue other markets? |  |  |  |
| 1. Do you have the staff capacity to supply international markets? |  |  |  |
| 1. Do you understand how to do business in other markets? |  |  |  |
| 1. Is your marketing material ready for other markets? |  |  |  |
| 1. Has your website been modified to reflect your global interests? |  |  |  |
| 1. Is your staff knowledgeable on how to do business in other countries? |  |  |  |
| 1. Do you have an up-to-date Business Plan? |  |  |  |
| 1. Do you have an International Business Plan (Export Plan)? |  |  |  |

## Your Expectations

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Yes** | **No** | **Not Sure** |
| 1. Do you have clear and achievable export objectives? |  |  |  |
| 1. Do you have a realistic idea of what exporting entails and the timelines for results? |  |  |  |
| 1. Are you open to new ways of doing business? |  |  |  |
| 1. Do you understand what is required to succeed in the international marketplace? |  |  |  |
| 1. Are you willing to travel and spend significant time developing new markets? |  |  |  |
| 1. Is exporting recognized by the full staff as a priority of the organization and is everyone prepared to work towards this goal? |  |  |  |

## HR Requirements

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Yes** | **No** | **Not Sure** |
| 1. Is there an entrepreneurial spirit within your organization? |  |  |  |
| 1. Do you have the capacity to handle the extra demand associated with exporting? |  |  |  |
| 1. Is senior management committed to exporting? |  |  |  |
| 1. Do you have efficient ways of responding quickly to customer inquiries? |  |  |  |
| 1. Do you have staff with strong, culturally-sensitive, marketing skills? |  |  |  |
| 1. Do you have the necessary research, proposal-writing, project management, networking and language skills? |  |  |  |
| 1. Do you have staff familiar with the relevant social media tools relevant to your industry? |  |  |  |

## Financial and Legal Resources

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Yes** | **No** | **Not Sure** |
| 1. Can you obtain enough capital or lines of credit to cover the costs for market development and managing cash flow? |  |  |  |
| 1. Can you find ways to reduce the financial risks of international trade? |  |  |  |
| 1. Can you find people to advise you on the legal and tax implications of exporting? |  |  |  |
| 1. Can you deal effectively with different monetary systems? |  |  |  |
| 1. Can you ensure protection of your intellectual property? |  |  |  |

## Competitiveness

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Yes** | **No** | **Not Sure** |
| 1. Are your services profitable in your domestic market? |  |  |  |
| 1. Are your services viable in your target market? |  |  |  |
| 1. Are your services unique? |  |  |  |
| 1. Do you have a strong competitive advantage? |  |  |  |
| 1. Do you have sufficient information on your competitors? |  |  |  |

# 1.2 Evaluation the Export Potential of your Services

Respond to the following regarding the **future potential of your services in international markets**.

## Customer Profiles

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Yes** | **No** | **Not Sure** |
| 1. Do you have adequate information on who already uses your services? |  |  |  |
| 1. Are your services limited to a particular group? |  |  |  |
| 1. Are your services popular with a certain age group? |  |  |  |
| 1. Are there other significant demographic patterns to their use? |  |  |  |
| 1. Are there climatic or geographic factors affecting the use of your services? |  |  |  |

## Modification of your Services

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Yes** | **No** | **Not Sure** |
| 1. Are your registered to any quality standards (e.g. ISO) or do you have any other quality standards and processes in place? |  |  |  |
| 1. Will your credentials be recognized in foreign markets? |  |  |  |
| 1. Will modifications be required to meet the quality expectations of foreign customers? |  |  |  |
| 1. Do your services need to meet any technical or regulatory requirements? |  |  |  |

## Marketing

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Yes** | **No** | **Not Sure** |
| 1. Do you thoroughly understand the needs of potential clients in this market? |  |  |  |
| 1. Has your marketing message been shaped for the export market? |  |  |  |
| 1. Has your promotional material been adapted to the export market, including the incorporation of any cultural considerations? |  |  |  |
| 1. Is there someone in the export market who can support and monitor your marketing efforts when you’re not there? |  |  |  |
| 1. Do you know how to price your services for international customers? |  |  |  |

Local Representation

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Yes** | **No** | **Not Sure** |
| 1. Do you require a local representative for marketing or delivery of your services? |  |  |  |
| 1. Will you need to be there personally or can you set up a strategic alliance? |  |  |  |
| 1. Can you service the client via electronic means? |  |  |  |
| 1. Do you know how to set up a strategic alliance? |  |  |  |

## Capacity

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Yes** | **No** | **Not Sure** |
| 1. Will you be able to serve both your existing domestic customers and your new foreign clients? |  |  |  |
| 1. If your domestic demand increases, will you still be able to look after your export customers and vice versa? |  |  |  |
| 1. Will you be able to serve both your existing domestic customers and your new foreign clients? |  |  |  |
| 1. Will you be able to find people with the right skills to help you develop your export business? |  |  |  |