



**Kentucky Department of Agriculture  
EXPORTER QUESTIONNAIRE**

**Date:** / /

**Company name:**

**Address:**

**Street:**

**Mailing address (if different):**

**City:**

**State:**

**Zip:**

<input type="text"/>	<input type="text"/>	<input type="text"/>
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**Phone:**

(Please make sure to include your regular phone number, besides the 800 number)

**Cell:**

**Fax:**

<input type="text"/>	<input type="text"/>
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**E-mail:**

**Website address:**

**Contact:**

**Contact's Title:**

**2<sup>nd</sup> Contact:**

**2<sup>nd</sup> Contact's Title:**

## PRODUCT INFORMATION

- 1) List the product(s) your firm wants to export. Please give a description and pertinent technical data. If known your codes, please list the SIC/NAIC Code(s) and Harmonized Codes – Schedule B for each of the products that you list. If you do not know these codes, we will help you find them.

Product	Brief description/technical data	SIC/NAIC	HTS

- 2) Describe your product's competitive advantage or market niche. (Marketing and sales arguments).

- 3) What are your current U.S. marketing channels?

- 4) Please list your customer base (the end users and/or industries) in which your product is utilized.


5) Please list your competitors.


6) How do you market your products domestically?


7) Does your company manufacture the products you represent? Yes  No

If not, in what capacity do you represent the products?

Exclusive distributor  Sales Representative

Other (please specify) \_\_\_\_\_

8) Have you ever attended a trade show as a participant?

Domestic: Yes  No

Abroad: Yes  No

If so, please list each show and the country in which the show was held.


9) What is your market share?


10) What are your current sales? Apply the percentage to your product line.

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## COMMERCIAL INFORMATION

1) What type of business relationship is your firm seeking? (check all that apply)

Distributor

Joint Venture/Strategic Alliance

General Importer

Other: (please specify)

Manufacturer's Representative

Agent

Licensee

2) Qualifications required to appoint a distributor/agent/representative:


3) Territory assignment policy. (i.e. Exclusivity to an agent or distributor?)

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4) Export sales policies (e.g., specific information regarding pricing, terms of sales & payment, minimum volumes, discount structures, commissions, etc.).


5) Are you currently exporting your products? (If so, please list each foreign company representing your firm, the country, and the type of business relationship.)

Foreign company name	Country represented	Type of business relationship

6) List previous exports; please include the product(s) exported, the country, and the volume.

Product	Country	Volume

7) Do you currently have a business plan? Yes  No   
If so, is exporting included? Yes  No

Additional comment:
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**What programs and/or services of the Kentucky Department of Agriculture would be beneficial to you (Please check off the current programs available and write in below the programs or services you would like to see)?**

- One-on-one export development counseling
- Documentation, shipping and regulation assistance and information
- References & resources on international trade finance
- References & resources on legal issues ranging from Foreign Corrupt Practices Act to Export Licensing
- Assistance with arrangements and/or representation at trade shows
- Information on market data and emerging trends
- Country specific information concerning the cultural, economic and political differences, as well as, the political and economic structure
- Assistance from KDA's Mexican office – KACTO (Kentucky Agricultural and Commercial Trade Office)
- Assistance from the Commonwealth's South American office – KSATO (Kentucky South America Trade Office)
- Assistance from the Commonwealth's Chinese office – KCTC (Kentucky China Trade Center)


**Would you like for your company to be added to our database to receive trade leads?**      Yes       No

**Please return via e-mail or fax to:**  
 Jonathan Van Balen, Import/Export Advisor  
 Kentucky Department of Agriculture  
 Office of Agriculture Marketing and Product Promotion  
 100 Fair Oaks Lane, 5th Floor  
 Frankfort, KY 40601  
 Fax: 502-564-0303  
 E-mail: [jonathan.vanbalen@ky.gov](mailto:jonathan.vanbalen@ky.gov)

Please take a few minutes to browse our web site for more information:  
<http://www.kyagr.com>