



EXPORT READINESS & GROWTH ASSESSMENT

Contact Name: _____

Company Name: _____

Phone: _____

Email: _____

Schedule B number for primary product: _____

1. Does your company have a product or service that has been successfully sold in the U.S. domestic market?

Yes

No

If yes, what are your primary products or services? _____

2. Is your company already receiving requests for quotes or purchase orders from international customers?

Yes

No

If yes, please explain. _____

3. Is your company already exporting?

Yes

No

If yes, how often? How many shipments per month? Major export market countries? Export sales as percent of total sales? _____

4. Is your company considering or are you conducting research on entry into a new country?

Yes

No

If yes, are you willing to disclose? Name of country? _____



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5. Does your company already have country-specific market research and an international marketing plan with defined goals and strategies?

Yes No

If yes, please explain. _____

6. Does your company have the financial resources to send sales persons overseas, engage legal counsel, ship products and actively support the marketing of your products in the targeted overseas markets? (e.g. advertising, trade shows)

Yes No

If yes, please explain. _____

7. Does your company have sufficient production capacity that can be committed to the export market?

Yes No

If yes, please explain. _____

8. Is your company's top management committed to developing export markets, and are they willing and able to dedicate staff, time and resources to the process?

Yes No

If yes, please explain. _____

9. Is your company committed to providing the same level of service given to your domestic customers? (e.g. training, product support, repairs, returns)

Yes No

If yes, please explain. _____



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10. Does your company have adequate knowledge in modifying your product, packaging, components, ingredients, etc. to meet foreign import regulations and cultural preferences?
- Yes No

If yes, please explain. _____

11. Does your company have adequate knowledge in shipping its product overseas, such as identifying and selecting international freight forwarders and freight costing?
- Yes No

If yes, please explain. _____

12. Does your company have adequate knowledge in export controls, such as when export licenses are required, denied parties lists, and similar export laws and regulations.
- Yes No

If yes, please explain. _____

13. Does your company have adequate knowledge of export payment mechanisms, such as developing and negotiating letters of credit?
- Yes No

If yes, please explain. _____

14. Is there any particular training or trade program that you need in order to make your company successful? (such as freight logistics, export compliance, free trade agreements, incoterms, etc...)
- Yes No

If yes, please explain. _____
