## EXPORT READINESS ASSESSMENT

###### COMPANY NAME:

Please answer the below questions by placing an ‘X’ in the most applicable column.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **STATUTORY READINESS**  Your business is statutory compliant | **Not compliant** | **Partially compliant** | **Fully compliant** | **N/A** |
| 1. Is your business registered? |  |  |  |  |
| 2. Is the information about your business up-to-date: e.g. its directors / members, business address, accounting oﬃcer and auditor? |  |  |  |  |
| 3. Does your business meet all statutory requirements? |  |  |  |  |
| 4. Are your statutory returns and payments up-to-date |  |  |  |  |
| 5. Is your business registered as an exporter? |  |  |  |  |
| 6. Is the information about your business (e.g. business name and address)  consistent with all the statutory bodies/authorities? |  |  |  |  |
| 7. Is your business compliant with the regulations speciﬁc to your type of business, e.g. health and environmental regulations? |  |  |  |  |
| **MANAGEMENT READINESS**  Your management is committed and geared to plan and implement export ventures | **Yes** | **No** | **Somewhat** | **N/A** |
| 8. Is your business well-established, stable and achieving success in its domestic market? |  |  |  |  |
| 9. Do you have an up-to-date business plan? |  |  |  |  |
| 10. Are you open to new ways of doing business? |  |  |  |  |
| 11. Do you have a realistic idea of what exporting entails and the timelines for  results? |  |  |  |  |
| 12. Is exporting part of your business’s long-term goals? |  |  |  |  |
| 13. Is senior management committed to exporting? |  |  |  |  |
| 14. Have you conducted an export-focused SWOT analysis? |  |  |  |  |
| 15. Do you have clear, achievable and measurable export objectives? |  |  |  |  |
| 16. Do you have an up-to-date export plan? |  |  |  |  |
| 17. Have accounting, administrative and communications systems been  formalized? |  |  |  |  |
| 18. Are you willing to spend signiﬁcant time developing new markets? |  |  |  |  |
| 19. Do you have suﬃcient ﬁnancial resources to pursue other markets and are you willing to invest in developing new markets? |  |  |  |  |
| 20. Can you obtain enough capital or lines of credit to cover the costs for  market development and managing cash ﬂow? |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **HUMAN RESOURCE READINESS**  Your staﬀ is committed and has the skills necessary to implement export ventures | **Yes** | **No** | **Somewhat** | **N/A** |
| 21. Do you have the capacity to handle the extra demand associated with  exporting? |  |  |  |  |
| 22. Will you be able to serve both your existing domestic customers and your new foreign clients? |  |  |  |  |
| 23. If your domestic demand increases, will you still be able to look after your export customers - and vice versa? |  |  |  |  |
| 24. Is there an entrepreneurial spirit within your organization? |  |  |  |  |
| 25. Is exporting recognized by the full staﬀ as a priority of the business and is everyone prepared to work towards this goal? |  |  |  |  |
| 26. Do you and/or someone within the business have international business experience? |  |  |  |  |
| 27. Do you have staﬀ with strong, culturally-sensitive, marketing skills? |  |  |  |  |
| 28. Do you have the necessary research and project management skills? |  |  |  |  |
| 29. Is someone available within the business who can read, write and speak the oﬃcial foreign language of your target market? |  |  |  |  |
| 30. Is someone available who could be made responsible for planning and implementing the export venture? |  |  |  |  |
| 31. Where these necessary skills are not currently available, are you willing and  able to ﬁnd people with the right skills to help you develop your export business? |  |  |  |  |
| **RESEARCH READINESS**  Your business has the information required to thoughtfully and strategically pursue export ventures | **Yes** | **No** | **Somewhat** | **N/A** |
| 32. Have you narrowed down your target market(s) to a few based on comprehensive market research? |  |  |  |  |
| 33. Are you aware of the trade agreements or other treaties that are in place with your target market? |  |  |  |  |
| 34. Have you undertaken sector research in your target market? |  |  |  |  |
| 35. Have you conducted a PEST analysis for your target market? |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 42. Do you have suﬃcient information on your potential customers in your target market? |  |  |  |  |
| 43. Do you have suﬃcient information on your potential partners in your target  market? |  |  |  |  |
| 44. Are you aware of the trends that inﬂuence the supply and demand of your  product/service in your target market? |  |  |  |  |
| **PRODUCT/SERVICE READINESS**  Your products/services are ready for exporting | **Yes** | **No** | **Somewhat** | **N/A** |
| 45. Have you identiﬁed which product has the best potential in your target market? |  |  |  |  |
| 46. Are you aware of and compliant to any governmental or legal requirements  with respect to exporting from your domestic market (e.g. prohibitions, export proceed repatriation)? |  |  |  |  |
| 47. Does your product meet the technical and regulatory requirements of your  target market? |  |  |  |  |
| 48. Do you have the production capacity to meet the demands of your target market? |  |  |  |  |
| 49. Do your production processes need to be modiﬁed to meet the export market requirements? |  |  |  |  |
| 50. Does your product meet the consumer-driven voluntary standards expected in your target market? |  |  |  |  |
| 51. Are there climatic, geographic or technological factors aﬀecting the use of  your product/service in your target market and have you accounted for these? |  |  |  |  |
| 52. Is your product design and colour aligned with customs and traditions of the  target market? |  |  |  |  |
| 53. Are you able to customize or personalize your product to meet the unique demands of your customers? |  |  |  |  |
| 54. Does your product meet the labelling and packaging requirements of the target market? |  |  |  |  |
| 55. Can your company satisfy any pre- and post-sale service requirements of the target market? |  |  |  |  |
| 56. Do you know how to protect your intellectual property in the target market? |  |  |  |  |
| 57. Are you aware of your product’s position in the domestic market compared to competitive products in terms of strengths, weaknesses and uniqueness? |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 63. Do you thoroughly understand the needs of your customers in your target market? |  |  |  |  |
| 64. Do you understand how COVID-19 will reshape the proﬁles and needs of  your customers in your target market? |  |  |  |  |
| 65. Have you developed a value proposition that reﬂects the needs and desires  of your customers in your target market? |  |  |  |  |
| 66. Do you know your customers preferred marketing channels in your target market? |  |  |  |  |
| 67. Are you currently utilizing these marketing channels in a world-class manner? |  |  |  |  |
| 68. Has your marketing message been shaped for the target market, including any cultural considerations? |  |  |  |  |
| 69. Do you have world-class and perfectly translated marketing materials available in the language of the target market including brochures, business  cards and a website? |  |  |  |  |
| 70. Is there someone in the target market who can support and monitor your marketing eﬀorts when you are not there? |  |  |  |  |
| 71. Do you have the ﬁnancial resources to adjust your marketing and promotional materials for the target market, including professional  translations, if required? |  |  |  |  |
| **ONLINE PRESENCE & E-COMMERCE**  You are able to market and/or sell your products online | **Yes** | **No** | **Somewhat** | **N/A** |
| 72. Do you know which e-commerce platforms are most relevant for your product and for your target market? |  |  |  |  |
| 73. Are you familiar with the best practices around selling on these platforms? |  |  |  |  |
| 74. Are your familiar with the services oﬀered by the platforms to vendors? |  |  |  |  |
| 75. Is your website world-class and perfectly translated for the target market? |  |  |  |  |
| 76. Are you selling your products via your website? |  |  |  |  |
| 77. Do you have an active social media presence on channels relevant to your target market? |  |  |  |  |
| 78. Are you selling your products via your social media pages? |  |  |  |  |
| **LOCAL REPRESENTATION**  You are able to establish business relationships to support your export ventures | **Yes** | **No** | **Somewhat** | **N/A** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 86. Have you checked if you can sell or use the trade name associated with your  product in your target markets without infringing on existing intellectual property (IP) rights? |  |  |  |  |
| 87. Are you able to be easily paid from your target market? |  |  |  |  |
| 88. Can your product/service be easily delivered to your target market? |  |  |  |  |
| 89. Do you have eﬃcient ways of responding quickly to customer inquiries? |  |  |  |  |
| 90. Can you communicate eﬀectively with buyers in your target market? |  |  |  |  |
| 91. Can you draft and forward pro-forma invoices that reﬂect appropriate terms of payment and shipment to prospective buyers in your target market? |  |  |  |  |
| 92. Have you established a formal relationship with your banker to assist you in  evaluating purchase orders and letters of credit received from a buyer in your target market? |  |  |  |  |
| 93. Have you established a formal relationship with a freight forwarder through  which you could obtain quotations for freight forwarding costs, and arrange inspection certiﬁcates, fumigation certiﬁcates and cargo space? |  |  |  |  |
| 94. Have you established a formal relationship with an accountant who can provide information on the tax implications of exporting? |  |  |  |  |
| 95. Have you established a formal relationship with an attorney who can provide information on the legal implications of exporting? |  |  |  |  |
| 96. Can you obtain credit insurance? |  |  |  |  |
| 97. Can you obtain marine insurance? |  |  |  |  |
| 98. Can you obtain foreign exchange cover? |  |  |  |  |
| 99. Can you obtain an exchange control declaration from your central bank if required? |  |  |  |  |
| 100.Are you aware of dispute resolution and arbitration mechanisms in exports? |  |  |  |  |
| **OUTCOMES**  Your have thoughtfully assessed the potential outcomes of exporting | **Yes** | **No** | **Somewhat** | **N/A** |
| 101.Have you estimated the present and projected supply and demand trends for your product in your export market? |  |  |  |  |
| 102. Have you calculated sales forecasts in your target market based on a realistic analysis of supply and demand trends and market share? |  |  |  |  |

## EXPORT SWOT ANALYSIS

COMPANY NAME:

**ANALYSIS OBJECTIVES**

|  |  |
| --- | --- |
| **INTERNAL FACTORS** | |
| **STRENGTHS (+)** | **WEAKNESSES (-)** |
|  |  |

|  |  |
| --- | --- |
| **EXTERNAL FACTORS** | |
| **OPPORTUNITIES (+)** | **THREATS (-)** |
|  |  |

|  |  |  |
| --- | --- | --- |
| **ANALYSIS SUMMARY** | **ACTIONS TO BE UNDERTAKEN** |  |
|  |  |  |