An export-ready business is one that has the capacity, resources and management to deliver a marketable product or service on a global scale at a competitive price. This questionnaire will help you better understand your readiness to begin or expand your exporting activities.

EXPORT READINESS ASSESSMENT

|  | Yes/No answers |
| --- | --- |
| 1. Have you successfully produced, marketed and sold profitable products and/or services in the U.S?
 | Choose an item. |
| 1. Does your product or service have a distinct competitive advantage (e.g. quality, price, uniqueness, innovation) over the competition in your target market?
 | Choose an item. |
| 1. Do you have the ability to change packaging, labeling, product features or promotional material to be competitive in the market(s)?
 | Choose an item. |
| 1. Do you have the surplus production capacity or available specialists to meet increased demand for your product or service?
 | Choose an item. |
| 1. Have you conducted export market research to find and confirm foreign market sales opportunities?
 | Choose an item. |
| 1. Have you started marketing your product or service in your target market(s)?
 | Choose an item. |
| 1. Do you have an operational knowledge of how tariff and non-tariff barriers may impact market entry costs and time frames?
 | Choose an item. |
| 1. Have you engaged the services of a sales representative /distributor / agent, or partnered with a local firm? Or have you any knowledge of existing and reliable methods for in-country sales of your export products?
 | Choose an item. |
| 1. Have you obtained top management’s absolute support for and commitment to the company’s export initiatives?
 | Choose an item. |
| 1. Does your management have international business experience?
 | Choose an item. |
| 1. Does your firm have a good track record of meeting deadlines?
 | Choose an item. |
| 1. Do you have the capacity and resources to provide after-sales support and service in your target market?
 | Choose an item. |
| 1. Have you ever worked a freight forwarder or customs broker?
 | Choose an item. |
| 1. Do you have a free on board (FOB) or cost, insurance and freight (CIF) price list for your product, or a rate list for your service?
 | Choose an item. |
| 1. Have you checked if you can sell or use the technology and trade name associated with your product in your target markets without infringing on existing intellectual property (IP) rights?
 | Choose an item. |
| 1. Have you drafted a distribution channel strategy?
 | Choose an item. |
| 1. Is your existing accounting system adequate for managing your business expenses and income?
 | Choose an item. |
| 1. Do you have the financing, including but not limited to cash, savings and access to capital, required to adapt your product or service to suit your target market and to promote it?
 | Choose an item. |
| 1. Do you have the ability to manage international payment methods and accounting requirements in the U.S. and foreign countries?
 | Choose an item. |
| 1. Do you have the ability to manage required Harmonized Export Codes and documentation that meets U.S. compliance regulations?
 | Choose an item. |

### Scoring

**How many "Yes" responses do you have?**

**15-20**: You understand the commitment, strategies and resources needed to be a successful exporter. Your company has a foundation to take on global challenge and succeed. The experts at the Idaho SBDC can help you with export counseling, advanced marketing strategy guidance, and export financing. We can also connect you with resources to help you with market-entry and in-market support.

**11-15:** There are weaknesses in your export strategy and understanding of the market. The Idaho SBDC can provide advice and guidance to further develop your export business plan.

**10 or less:** Before take on the global front, it's necessary for you to fortify your home base first. Contact the Idaho SBDC for help on strengthening your business.