

## EXPORT READINESS CHECKLIST

- 1. Why do you wish to export?** [Understanding your reasons for exporting is the first step to deciding what kinds of opportunities you will be seeking for the short as well as long term. Consider your primary objectives for entering into exporting.]
  - Increase sales
  - Expanding market capacity
  - Better utilization of personnel
  - Extend life of the product/service
  - Decreasing dependence on single market, traditional markets
  - Greater opportunities
  - Better utilization of idle plant capacity
  - Decreasing Canadian sales
  - Other
- 2. How does your company rate?** [Follow the example of the successful exporters. Each point in this segment represents an important factor that can improve a company's likelihood for success internationally. The rating you provide for each one should indicate your level of comfort in that area. A low number indicates the area likely needs further consideration or analysis. The italicized information suggests the publication categories containing service providers which can assist you in improving each area.]

**On a scale of 1 to 4, rate your company: 1=definitely no, 4=definitely yes**

- Strong management team** (includes all applicable export service providers such as accountants, financial institutions, lawyers, customs brokers, etc.)
- Well established domestic market**
- Sufficient plant capacity/personnel to meet increased demand**
- Product/service can be modified to meet the needs of foreign markets/customers** (see accounting services, translation/interpretation services)
- Willing to accept lower profit margin, at least initially, to establish a market presence** (see accounting services, consulting services)
- Prepared to provide effective, efficient after-sales service**
- Revenues are growing**
- Well thought out realistic business and marketing strategies – in writing** (see government services, associations/chambers/business organizations, consulting services, export education/training services, agents/distributors/trading houses).
- Are prepared and able to compete with foreign products/services in terms of quality/price** (see government services, associations/chambers/business organizations, consulting services)
- Management is willing and able to make a tangible commitment to pursue export markets; dedicating time, personnel and funds for that purpose** (see consulting services, international standards/inspection services)
- Willing to consider joint ventures, technology transfers or strategic alliances** (see legal services, consulting services).

\*The above areas represent conditions that should exist within your company enabling you to become a successful exporter.

- 3. Background Information** [Another aspect of preparing for export is deciding the viability of a target market. This segment identifies topics that need to be addressed. In the event that you do not yet have answers for each point, the italicized information suggests types of service providers who can assist you with your decision-making.]

Background information required to determine if exporting is a viable option.

**Have you checked into the following?**

	<b>YES</b>	<b>NO</b>
a) Identified and researched target market(s) (see government services, associations, chambers, business organizations, consulting services, agents/distributors/trading houses)	<input type="checkbox"/>	<input type="checkbox"/>
b) Methods of marketing (see government services, associations, chambers, business organizations, consulting services, agents/distributors, trading houses)	<input type="checkbox"/>	<input type="checkbox"/>
c) Tariffs/duties for each product in each target market (see freight forwarders/customs brokers, courier/transportation/warehousing/moving services)	<input type="checkbox"/>	<input type="checkbox"/>
d) Transportation routes (see freight forwarders/customs brokers, courier/transportation/warehousing/moving services)	<input type="checkbox"/>	<input type="checkbox"/>
e) Packaging (see government services, consulting services, packing materials & packaging service)	<input type="checkbox"/>	<input type="checkbox"/>
f) Pricing (see accounting services)	<input type="checkbox"/>	<input type="checkbox"/>
g) Financing (see financial services/export insurance/credit agencies)	<input type="checkbox"/>	<input type="checkbox"/>

4. Pitfalls of exporting [This segment outlines a few key reasons companies have problems when endeavouring to export. Should your company have tried to export in the past and not been as successful as you would have hoped, perhaps these points will help you determine why.]

- Inadequate market research
- Bad timing
- Poor planning
- Company profits are in the red
- Other