Export Assessment Form

Name:_____ Date:_____

Business Name: _____

1. What products/services are you successfully selling in the domestic market that you want to export?

   _____

   _____

2. Does your company have (or is your company preparing) an international marketing plan with defined goals and strategies?_____

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

   _____

4. Does your company have the financial resources to actively support the marketing of your products in the targeted overseas markets? Explain:_____

   _____

5. Is your company's management committed to developing export markets and willing and able to dedicate staff, time and resources to the process?_____

   _____

6. Is your company committed to providing the same level of service to your international customers that you have given to your domestic customers?_____

7. Does your company have adequate knowledge in modifying product packaging and ingredients to meet foreign import regulations and cultural preferences?_____

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8. Does your company have adequate knowledge in shipping its product overseas, such as identifying and selecting international freight forwarders and freight costing?_____

   _____

9. Does your company have adequate knowledge of export payment mechanisms, such as developing and negotiating letters of credit?_____

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