

COMPANY NAME \_\_\_\_\_

ABOUT YOUR COMPANY	Yes	No	Not Sure
1. Is your company profitable and well established in your domestic market?			
2. Are your services unique or in demand in other countries?			
3. Are your services of better quality or value for money than those of your competitors?			
4. Do you have sufficient financial resources to pursue other markets?			
5. Do you have the staff capacity to supply international markets?			
6. Have you conducted an export-focused SWOT analysis?			
7. Do you have an up-to-date business plan?			
YOUR EXPECTATIONS	Yes	No	Not Sure
1. Do you have clear, achievable and measurable export objectives?			
2. Do you have a realistic idea of what exporting entails and the timelines for results?			
3. Are you willing to travel and spend significant time developing new markets?			
4. Is exporting recognized by the full staff as a priority of the organization and is everyone prepared to work towards this goal?			
HR REQUIREMENTS	Yes	No	Not Sure
1. Is your staff knowledgeable on how to do business in other countries?			
2. Do you have the capacity to handle the extra demand associated with exporting?			
3. Is senior management committed to exporting?			
4. Do you have efficient ways of responding quickly to customer inquiries?			
5. Do you have staff with strong, culturally-sensitive, marketing skills?			
6. Do you have the necessary research, proposal-writing, project management, networking and language skills?			
FINANCIAL AND LEGAL RESOURCES	Yes	No	Not Sure
1. Can you obtain enough capital or lines of credit to cover the costs for market development and managing cash flow?			
2. Can you find people to advise you on the legal and tax implications of exporting?			
3. Can you deal effectively with different monetary systems?			
4. Can you ensure protection of your intellectual property?			

MARKET RESEARCH	Yes	No	Not Sure
1. Have you selected a target market(s) based on comprehensive market research?			
2. Have you undertaken research on your sector in your target market(s)?			
3. Have you conducted a PEST analysis?			
4. Do you have sufficient information on your competitors?			
COMPETITIVENESS	Yes	No	Not Sure
1. Are your services profitable in your domestic market?			
2. Are your services viable in your target market(s)?			
3. Do you have a strong competitive advantage?			
CUSTOMER PROFILES	Yes	No	Not Sure
1. Do you have adequate information on who already uses your services in your target market(s)?			
2. Are your services limited to a particular group?			
3. Are there other significant demographic patterns to their use?			
MODIFICATION OF SERVICES	Yes	No	Not Sure
1. Will modifications be required to meet the quality expectations of foreign customers?			
2. Do your services need to meet any technical or regulatory requirements?			
MARKETING	Yes	No	Not Sure
1. Do you thoroughly understand the needs of potential clients in the target market(s)?			
2. Has your promotional material and messaging been adapted to the target market(s), including cultural considerations?			
3. Is there someone in the target market(s) who can support and monitor your marketing efforts when you're not there?			
4. Is your website world-class and perfectly translated?			
LOCAL REPRESENTATION	Yes	No	Not Sure
1. Do you require a local representative for marketing or delivery of your services?			
2. Can you service the client via electronic means?			
DOMESTIC MARKET	Yes	No	Not Sure
1. Will you be able to serve both your existing domestic customers and your new foreign clients?			

<b>Action Items</b> Based on the results of the above, note the actions your company should take to better prepare for export.	<b>Who</b>	<b>Target Date</b>	<b>Resources Required</b>
1.			
2.			
3.			
4.			
<b>Additional Comments (Company)</b>	<b>Additional Comments (Coach)</b>		