

Export Questionnaire

This questionnaire highlights characteristics common to successful exporters. The score will help you assess your company's export readiness as well as identify areas your business needs to strengthen to improve its export activities.

1. Does your company have a product or service that has been successfully sold in the U.S. market?

No (0) Somewhat (5) Yes (10)

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

No (0) Somewhat (5) Yes (10)

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

No (0) Somewhat (5) Yes (10)

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

No (0) Somewhat (5) Yes (10)

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

No (0) Somewhat (5) Yes (10)

6. Is your company committed to providing the same level of service given to your domestic customers?

No (0) Somewhat (5) Yes (10)

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

No (0) Somewhat (5) Yes (10)

8. Does your company have adequate knowledge of HS Export Codes and documentation that meets U.S. compliance regulations such as ITAR compliance?

No (0) Somewhat (5) Yes (10)

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

No (0) Somewhat (5) Yes (10)

10. Does your company have adequate knowledge of export payment mechanisms, such as developing and negotiating letters of credit and the impact of currency fluctuations?

No (0) Somewhat (5) Yes (10)

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Results

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|-----------------|---|
| 0 – 20 | You are on the right track, but you have a long way to go |
| 21 – 35 | A good beginning, but you still have work to do |
| 36 – 65 | You are well on the way to being a successful exporter |
| 66 – 90 | You are almost there, you just need to fine-tune your plans |
| 91 – 100 | You are ready to export |