



ARE YOU READY TO EXPORT ?

If you answer YES to at least 6 out of these 9 questions you probably are ready. This is an exercise to simply help you take into consideration the 9 most important issues you will be faced with when deciding to export your product.

- 1 - Does your company have a product or service that has been successfully sold in the domestic market?**
- 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?**
- 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 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?**
- 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?**

