



# EXPORT READINESS ASSESSMENT



Please indicate your company's current position in each question, a space is provided for notes during the review section of the presentation	YES	In Process	NO
<p>1. Does your company offer a product or service that has successfully sold in the domestic market?</p> <p>Notes:</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>2. Is your company's management committed to developing export markets? Are they both willing and able to dedicate staff, time, and resources to achieve this?</p> <p>Notes:</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>3. Does your company have or are you preparing an international marketing plan with clearly defined goals and strategies?</p> <p>Notes:</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>4. Does your company have sufficient production capacity that can be committed to meet the export market demands?</p> <p>Notes:</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>5. Does your company have the financial resources to actively support an increase of product sales in targeted overseas markets?</p> <p>Notes:</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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<p>6. Do you have both U.S. and foreign Intellectual Property Protection for your product?</p> <p>Notes:</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>7. Does your company have adequate knowledge about modifying product packaging and ingredients (content) to meet foreign import regulations and cultural preferences?</p> <p>Notes:</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>8. Does your company have 'in-house' knowledge about shipping its product overseas, such as identifying and selecting international freight forwarders and freight costs to ensure customs clearance overseas?</p> <p>Notes:</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>9. Does your company have knowledge or experience with export payment methods, such as developing and negotiating letters of credit?</p> <p>Notes:</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>10. Does your company have knowledge and an understanding of U.S. export controls and compliance requirements?</p> <p>Notes:</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>