

- How “electronic” is your paper flow? Is this important for efficiency?
- How important are inventories? For example, do you need them in stock, or available within 24 or 48 hours?
- How important is service? Do you respond to requests by telephone? Is it important to have a physical presence in the market? Do you need to make on-site calls? Are repairs and/or service easily contracted out, or do you need your own expertise?
- How do you ensure high reliability at low cost?
- How do you motivate staff to ensure quality, customer responsiveness and product and/or service performance? Are these techniques transferable?

TECHNOLOGY AND PROCESS ISSUES

- How technology-intensive are your internal processes? How important is technology for all your other activities?
- Do you have a research and development (R&D) program related to your production and operations activities?
- Is technology development an important feature of the firm’s overall business strategy? Is it part of its export strategy?
- How important is technology to the firm for:
 - product and/or service design;
 - product manufacturing or service development;
 - product and/or service delivery; or
 - marketing?
- What additional technology (if any) would be required to enter the target market?
- Does the company possess this technology?
- Does the company have an internal R&D capability?
- If not, where can it get it? At what cost?
- How available or accessible are sources of technology or R&D capabilities in both the home and target markets?
- What is the availability of university or government research programs to source or develop technology in the home and target markets?
- Is the company ready to acquire and implement new technology?
- If not, what does it need to do to become ready?
- Is the company’s technology ready to be taken to the target market?
- What steps are required to get it ready for the target market?