

- How easily can it be transported? Would transportation costs make competitive pricing a problem?
- Will you be able to serve both your domestic customers and your new foreign clients?
- If domestic demand increases, will you still be able to handle the requirements of your export customers?

Once you've taken a close look at your company's current structure and evaluated the international potential of its product or service, you should

have an idea of your export potential. If you already have your hands full meeting demand from Canadian customers, or if you have significant cash flow or working capital problems, you should be cautious about launching an export venture at this time. On the other hand, if your analysis suggests that your product or service can be modified to meet conditions elsewhere, or that you enjoy a distinctive competitive advantage, move on to the next section of *The Exporter's Guide* and start selecting your target market.