

- What is the long-term potential, based on future growth for each sector?
- Is there any domestic production and how competitive is it?
- Who are the major foreign competitors and what is their market share? Which foreign competitor has the largest market share and why?
- In what areas, if any, does the product excel over the competition?
- Does the cost of transportation, because of market traditions, make the product uncompetitive?
- Is the market politically and economically stable?
- Is the currency convertible?
- Are there government-imposed restrictions on foreign exchange availability?
- What are the possibilities of countertrade being demanded? (See Appendix I for more information on this subject.)

2. The Product

- Can the product be sold in the target market, or does a modification have to be made and at what cost?
- What size, colour and design are preferred by the users?
- Will assembly have to take place in the target market, and is resident expertise available?
- Will there be a need for after-sales servicing?
If so, are there presently companies in the target market that can provide this service, or will locals have to be trained?
- If the product is new, has it been adequately tested?
- What are the packaging and labelling requirements?
- What technical specifications does the product have to meet in the target market?
- Does the product meet local health and safety standards?

3. Price

- What is the bottom line on pricing and what is the profitability at various pricing levels?
- Can the pricing match or better the competition and still have a healthy profit margin?
- If pricing cannot match the competition, can it still sell because of product superiority, ability to deliver and after-sales servicing?
- What are the normal terms of payment extended by competitors?

4. Distribution

- What methods of distribution are available in the country, and which is the most reliable and cost-efficient?
- What markups are normally sought by middlemen in the industry?
- What promotional assistance is normally provided by middlemen?
- Who are the main importers; what are their reputations, capabilities and financial strength?
- Does the country specify the type of distribution allowed?
- Will an exclusive distributorship or agency enhance market potential?
- How are the goods to be packed for transportation?
- What types of carriers are needed? What are the transportation costs? How frequent and reliable are the various methods of transportation — to overseas and domestic markets?
- What are the port and warehousing facilities like?
- Is there an agent capable of providing satisfactory technical services?
- Do competitors control the distribution channels so that market entry will be difficult?

5. Promotion

- What are the types and costs of advertising in the individual markets, and which are best suited to the needs of the product?
- What are the advertising practices of competitors? What percentage of their gross profit goes into advertising and what media do they advertise in?
- Where and when do trade fairs and exhibitions take place, and what opportunities exist for participating in them?