

MARKETING ANALYSIS CHECKLIST

1. Product Acceptability?
2. Product Advantages?
3. Sufficient Potential Volume?
4. Adequate Plant Capacity?
5. Adequate Export Financing?
6. Sufficient Availability of Raw Goods?
7. Compliance with all Export Markets: Rules/Regulations/Labels/NTBs?
8. Ability to Provide Satisfactory Servicing Requirements in Export Market?
9. Compliance with Legal Needs (e.g. Incorporation)?
10. Availability of Suitable Banking Facilities in Export Market?
11. Stability of Economic and Political Climate in Export Market?
12. Availability of Adequate Warehousing?
13. Adequate Shipping/Transport Facilities in Export Market?
14. Suitable Sales/Distribution Methods Available in Export Market ?