

4. Product Strengths

Please read the following statements and indicate whether they are true or false with regard to your product.

- 4.1 Extensive training is required to operate or use product.
- 4.2 Product requires considerable after-sales support.
- 4.3 Product is versatile and can fulfill different needs.
- 4.4 Product is bulky; shipping costs are high.
- 4.5 Product category enjoys increasing market demand.
- 4.6 Product is unique.
- 4.7 Product represents advanced technology.
- 4.8 Company R&D level exceeds industry average.
- 4.9 Price of product is competitive in the domestic market.
- 4.10 Product has significant advantages over competing products.
- 4.11 No extensive inventory investment by distributors is needed.
- 4.12 Product requires special Canadian license for export.
- 4.13 Product requires special storage (ie. controlled temperature).

Question #	True	False	Don't Know	Not Applicable
4.1.	()	()	()	()
4.2.	()	()	()	()
4.3.	()	()	()	()
4.4.	()	()	()	()
4.5.	()	()	()	()
4.6.	()	()	()	()
4.7.	()	()	()	()
4.8.	()	()	()	()
4.9.	()	()	()	()
4.10.	()	()	()	()
4.11.	()	()	()	()
4.12.	()	()	()	()
4.13.	()	()	()	()

A competitive edge is a great aid in any overseas market and can result from: inherent advantages of your product (ie. exclusive process, latest technology, patent etc.), services your firm can offer (ie. after-sales service, appropriate packaging, efficient delivery, credit terms), advance knowledge of your product or company reputation in the target market.

5. Country Specific Strengths

The statements below illustrate factors which may facilitate or hinder your product's chance of success in a particular export market. Please respond to these statements in the context of the specific export market (ie. U.S.A., Poland) you wish to enter. Please indicate whether the statement is true or false as it applies to your particular product.

- 5.1 Product category is well accepted in foreign market.
- 5.2 Climate may restrict the use or life of product

in target market.

- 5.3 Tariff levels are generally low for this product.
- 5.4 Product can be shipped disassembled to obtain lower duties.
- 5.5 Patent/trademark protection will provide no advantage in target market.
- 5.6 Product can be modified to meet mandatory foreign standards.
- 5.7 Acceptable substitutes for product exist in target market.
- 5.8 Price is competitive in the foreign market.
- 5.9 There are serious non-tariff barriers to import this product.
- 5.10 Product, packaging and labelling can be adapted to meet foreign needs.
- 5.11 Reliable and experienced distributors for product are hard to find.
- 5.12 Credit terms and delivery requirements of target market can be met.

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5.10.	()	()	()	()
5.11.	()	()	()	()
5.12.	()	()	()	()

You have now completed *Evaluating Your Export Readiness*.

Forward the completed questionnaire, the form below and a self-addressed mailing label to CanadExport (BPT), Export Evaluation, 125 Sussex Drive, Ottawa K1A 0G2.

Please allow four to six weeks to receive your evaluation. Questionnaires received after January 1, 1991 will not be evaluated.

Name _____

Title _____

Organization _____

Address _____

City _____ Province _____

Postal code _____

Type of business _____