# Are you ready?

What makes an export-ready business? Simply put, the business has a marketable product or service as well as the capacity, resources and management commitment to compete on a global scale. The trick is to figure out whether this is true of your company – and if it isn't, how to make it happen.

Your first step is to think about the resources and knowledge your business already has. To begin, consider:

### Your expectations - do you have:

- clear and achievable export objectives;
- a realistic idea of what exporting entails;
- an openness to new ways of doing business; and
- an understanding of what is required to succeed in the international marketplace?

## Human resources - do you have:

- the capacity to handle the extra demand associated with exporting;
- · a senior management committed to exporting;
- efficient ways of responding quickly to customer inquiries;
- · personnel with culturally-sensitive marketing skills; and
- · ways of dealing with language barriers?

### Financial and legal resources - can you:

- obtain enough capital or lines of credit to produce the product or service;
- find ways to reduce the financial risks of international trade;
- find people to advise you on the legal and tax implications of exporting;
- · deal effectively with different monetary systems; and
- ensure protection of your intellectual property?

#### Competitiveness – do you have:

- the resources to do market research on the exportability of your product or service;
- proven, sophisticated market-entry methods; and
- a product or service that is potentially viable in your target market?

#### **EXPORT MYTH**

#### I'm too small to be an exporter

No, you're not! To succeed in international markets, you don't have to be a big-name firm with lavish resources and an entire department devoted to exporting. More than 30,000 Canadian small and medium-sized companies are currently exporting. Each of those companies accounts for anywhere from \$30,000 to \$5 million in exported goods and services each year.

# Finding help

TCI, its members and partners are your best source for information about exporting. These resources are described in detail in TCI's RoadMap to Exporting. Call 1 888 811-1119 to obtain your free copy, or download a copy from exportsource.ca/roadmap.