

OTHER RESOURCES

- Do you have a telecommunications infrastructure of faxes, modem and/or e-mail that are capable of supporting reliable, ongoing communications with a foreign market?
- Would frequent travel abroad be feasible for your company? Are you located close to key transportation routes?
- Do you have a strategic planning capacity capable of identifying export objectives for your firm? Are you currently able to specify concrete objectives in terms of sales and foreign market share? Do you have a promising market in mind? Can you assess, compare and rank different export opportunities?

SKILLS

- Has your company any experience in exporting? If so, would the same people involved in that prior effort be involved in the proposed expansion?
- Even if the company has not exported previously, does it possess people who have had some experience of exporting? How much experience? Where did they acquire it? Was the experience positive and successful?
- Are there individuals in your company with first-hand experience of any foreign markets? Have any of your staff lived abroad? Do any speak foreign languages? Are they familiar with foreign cultures and business practices?
- Do you have access to specialized export skills in technical areas such as preparing quotations, drawing up financial instruments, export documentation, shipping, customs clearance or permits? If not, would you be willing to devote time and people to acquire these skills through courses? Alternatively, do you know where you would get access to people who already have these skills?

BUSINESS LEADS

- Do you have a target market in mind? Why do you think that market is suitable for your company? Have you evaluated this market? Do you have an idea of how the market will respond to your product or service?
- Does anyone in the company have contacts or leads in promising foreign markets? Does the company know anyone either internally or externally who is capable of the required market research?
- Do any of the company's associates or strategic partners export? Do they know of anyone with contacts in a promising foreign market? Would they be willing to help you develop a position in that market? What would they want in return?
- Do you know anyone else who has done business abroad? Have you any business acquaintances who may know about exporting?
- Do you have access to external sources of help that could be used in the company's export effort?