

Is the U.S. Market Right for You?

While the United States can be a lucrative market, it is also highly competitive and can be expensive to enter. You need to be sure that the United States is a good match for your growth plans *before* making the necessary resource investment. The enclosed **diskette** and this page are intended to help you **assess your export readiness** for the U.S. market.

Please check the option for each item that best describes your firm:

	Column A	Column B
Expected return on market development codes	☐ within 6 months	☐ within 24 months
Excess production capacity	☐ temporary	☐ permanent
Unique capabilities	☐ national class	☐ world class
Match between unique capabilities and the U.S. market	☐ unclear	☐ excellent
Experienced primarily in	☐ local markets	☐ global markets
Experience working with partners in Canada	☐ minimal	☐ extensive
Senior management's commitment to export initiatives	☐ mediocre	☐ high
Aware of and prepared to meet U.S. legal requirements	☐ not really	☐ very
Ready to close on deals	☐ unsure	☐ definitely
Willing to "give as well as take"	☐ unsure	☐ definitely
Ability for 24-hour turnaround service	☐ inconsistent	☐ consistent
Able to ensure service excellence	☐ inconsistent	☐ consistent
Financial resources	☐ limited	☐ whatever it takes
Staff's willingness to adapt to different business customs	☐ low	☐ high
Senior staff's willingness to travel and market services	☐ low	☐ high

If you selected mainly "Column A" options:

As the U.S. market is not generally known for quick returns on investment, it is probably not your best choice. Consider expanding within Canada or developing additional business with your present customer base.

If you selected mainly "Column B" options:

Your capabilities are similar to firms that have been successful in the United States. With careful planning, you should be able to sell successfully in the United States.

If you selected a mix of "Column A" and "Column B" options:

You need to evaluate how realistic your export goals are. With an appropriate export objective (see the *Export Plan Worksheet*), you should be able to succeed.