

# Evaluating Your Export Readiness

To be successful in the export market your company needs: good organization, strategic planning, motivation for going international, senior management commitment to the venture and a viable product or service.

Assessing your company's aptitudes in these areas can be a daunting task. That's where the following questionnaire can be of assistance.

Based on the computer software package *Evaluating Your Export Readiness*, which was developed by External Affairs and International Trade Canada (EAITC), the questionnaire is designed with small-to-medium-size businesses in mind.

*Evaluating Your Export Readiness* was derived, in part, from the "Company Readiness to Export (CORE)" program, which was developed by Dr. S. Tamer Cavusgil and owned by Bradley University in Illinois, United States.

EAITC obtained the copyright for CORE and further adapted the program, developing a multi-faceted exporting aid specifically geared to Canadians.

Please complete this exercise with your principal product/service for export in mind. Return the completed questionnaire to *CanadExport*.

The software program will evaluate the responses to the questions and the assessment of your company's potential for success in the export market will then be forwarded to you.

## 1. Background Information

Questions in this section provide background information on those aspects of your company which contribute to export readiness. Select one response per question.

1.1 Our primary product line consists of:

- Components
- Commercial products (office equipment, computers, furniture, etc)
- Final industrial or agricultural product
- Final consumer product
- Service

1.2 Our company has been in operation:

- Less than 2 years
- 2 to 5 years
- 6 to 10 years
- Over 10 years

1.3 Our company has:

- Under 20 full-time employees
- 20 to 49 full-time employees
- 50 to 99 full-time employees
- Over 100 full-time employees

1.4 Gross sales last year totalled:

- Less than \$1 million
- Between \$1 and \$5m
- Between \$5 and \$10m
- Between \$10 and \$20m

1.5 Over the past five years company sales have grown:

- Rapidly (company utilized full market potential)
- Moderately
- Slowly (company did not utilize full market potential)

1.6 Currently, our senior management is:

- Giving priority to immediate profitability
- Moderately interested in sales growth
- Highly interested in sales growth

1.7 Our five-year plan stresses:

- The avoidance of new business ventures
- The selective development of new business opportunities.
- Aggressively seeking out new business possibilities

1.8 Which of the following is true?

- We have our own sales/distribution organization
- We do not have our own sales/distribution organization

1.9 Which of the following is true?

- We sell mainly to a local customer base
- We sell only to one Canadian region
- We sell within several Canadian regions
- We sell nationally

1.10 Our company is currently:

- Not exporting
- Exporting by selling to middlemen in Canada
- Exporting directly to foreign distributors customers
- Exporting through company-owned sales organization
- Exporting through a subsidiary

1.11 External funds for expansion or working capital have been:

- Easy to obtain
- Moderately difficult to obtain
- Very difficult to obtain

1.12 Our staff's knowledge of foreign cultures and business customs is:

- Adequate for most markets
- Adequate for selected markets
- Inadequate for any market

1.13 Our staff has:

- No experience in international business
- Limited experience in international business
- Considerable experience in international business

1.14 Members of our management team are:

- Fluent in the language of the target market
- Have limited knowledge of the language of the target market
- Have no knowledge of the language of the target market

1.15 Resources for foreign market development