- Services are more likely than products to be produced by an owner-operated business, because human capital tends to be embodied in key individuals.
- Small companies are more important customers for services, because the largest organizations often provide their own services internally.
- Services require that people, rather than goods, be moved.
- Services are especially vulnerable to cultural and communication problems because of the greater importance of customer interaction.

These aspects lead to a number of identifiable characteristics of service providers, especially those that export. The main strengths and weaknesses of a typical service exporter are listed in an accompanying table. While the list of weaknesses may seem formidable at first glance, closer consideration shows that they are all factors that can be offset by thorough preparation.

Characteristics of the Typical Services Exporter	
Strengths	**Weaknesses**
Innovative	Less than 15 employees
Niche marketing	No export plan
Service excellence	Little exporting experience
Flexibility	Limited awareness of cultural factors
Quick delivery capacity	Limited financing
Energetic	Reliance on a few key individuals
Self-made individuals	No marketing department
	Difficulty in recruiting or training staff
	No formal international business training
	Inadequate networking resources outside home market
	Averse to partnering
	Little industry association support for exporting