

a. How dated is the technology?

4. What licences has your company bought and how are they used?

a. How much do they cost?

b. How dated is the technology?

5. Could you access outside sources of research or technical human resources? Consider suppliers, customers, and contractors.

6. What is the relationship between your R&D activities and your marketing strategy?

Productivity

1. Is your firm taking advantage of economies of scale?

2. Are you using appropriate technology?

a. Is it your technology?

b. What are the cost advantages?

3. How flexible or integrated is your production process?

a. At what capacity are you operating?

b. Is there room for expansion?

c. How effective are your quality control processes?

4. Consider issues related to labour force, plant location, transportation costs, as well as access to and cost of raw materials.

5. What are your competitors doing?

Financial Resources

1. Are your present financial resources sufficient to meet your present objectives? (R&D, marketing, sales, promotion, training)

a. Do you have cash flow problems?

b. What is your present equity position?

2. What is your borrowing capacity in both the short- and the long-term?

3. How are your finances being managed?

4. How important are issues like fluctuating exchange rates, transfer pricing, dividends, the repatriation of funds?

5. Are there any changes that you would like to make to your management and financial accounting systems?
