

in meeting the challenges of global competition in the 1990's and beyond.

## **HOW WAS THIS PROGRAM DEVELOPED?**

*Evaluating Your Export Readiness* was derived in part from the program "Company Readiness to Export" (CORE) developed by Dr. S. Tamer Cavusgil and owned by Bradley University in Illinois, U.S.A. After reviewing the CORE software package, the Trade Communications Division of External Affairs and International Trade Canada obtained the copyright for CORE and further developed the program in order to devise a multi-faceted export-

ing aid adapted to the Canadian environment.

## **IS THIS ALL THAT AN EXPORTER NEEDS?**

The conclusion provided by the evaluation section of this program should not be regarded as the absolute, final answer. The program uses relatively limited information about the user's company and therefore is able to generate only a tentative rating of the company's organization and product strengths. As such, it is but the first step in an in-depth examination of a company's export potential and must be supplemented with sound business judgement and independent counselling.