

MARKETING ANALYSIS CHECKLIST

1. **Product Acceptability?**
2. **Product Advantages?**
3. **Sufficient Potential Volume?**
4. **Adequate Plant Capacity?**
5. **Adequate Export Financing?**
6. **Sufficient Availability of Raw Goods?**
7. **Compliance with all Export Markets: Rules/Regulations/Labels/NTBs?**
8. **Ability to Provide Satisfactory Servicing Requirements in Export Market?**
9. **Compliance with Legal Needs (e.g. Incorporation)?**
10. **Availability of Suitable Banking Facilities in Export Market?**
11. **Stability of Economic and Political Climate in Export Market?**
12. **Availability of Adequate Warehousing?**
13. **Adequate Shipping/Transport Facilities in Export Market?**
14. **Suitable Sales/Distribution Methods Available in Export Market ?**