

CHECKLIST OF THINGS TO THINK ABOUT BEFORE HEADING OUT:

- ✓ What are the company's products or services?
- ✓ What's the company history, what path led to them to its current situation? (Do your research)
- ✓ Who are their top five to ten customers?
- ✓ Are they trending up, trending down, or holding steady? (are they ready for new business?)
- ✓ What's their market share position? (are they financially stable?)
- ✓ What are their major divisions and locations?
- ✓ How many employees do they have?
- ✓ Are there any other characteristics that make this company stand out?
- ✓ What goods or services from Canada could they possibly be interested to import?
- ✓ Is there an opportunity to introduce S & T or Investment? (do they currently have any partnerships?)