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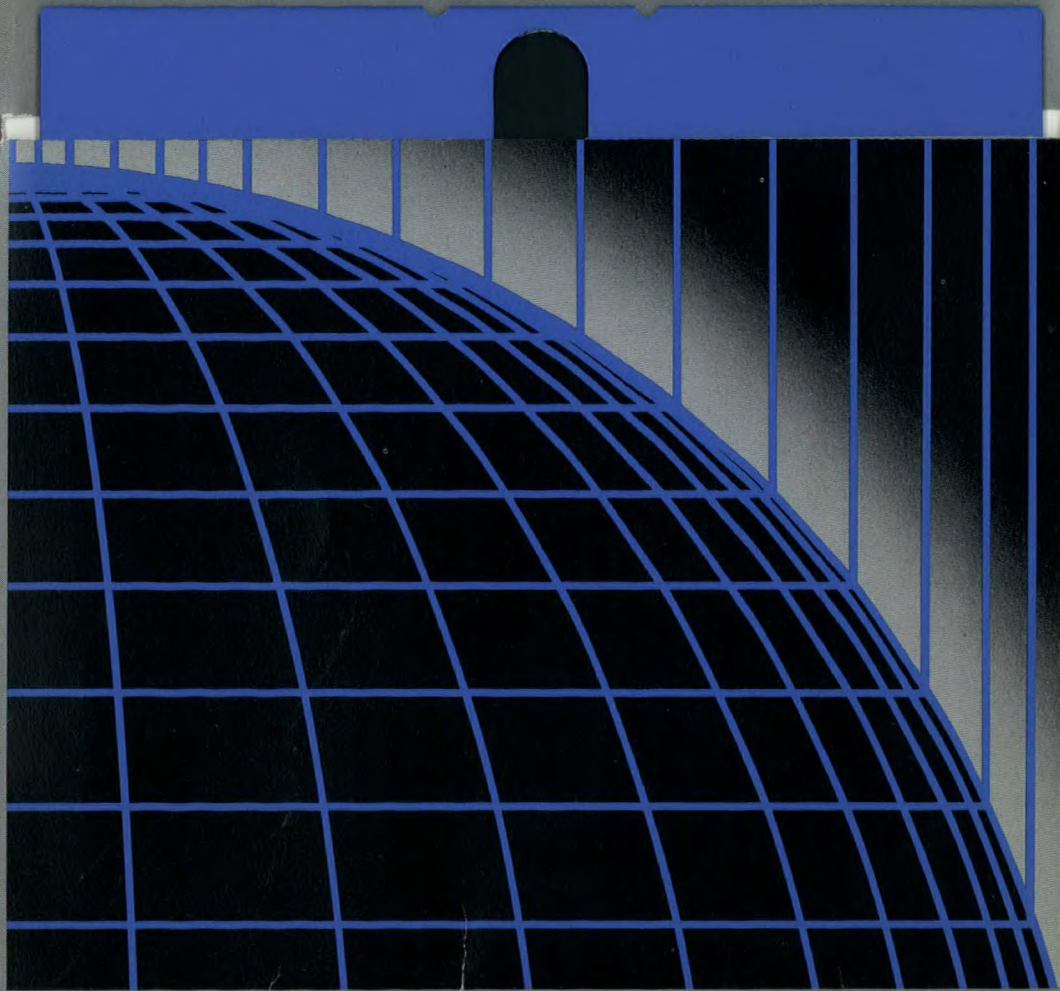
*Evaluating Your
Export Readiness*
A Step-by-Step
Approach



External Affairs and
International Trade Canada

162385399(E)

Canada



43-260-206

WHAT IS THE EVALUATING YOUR EXPORT READINESS PROGRAM?

Evaluating Your Export Readiness: A Step-by-Step Approach is a software package designed with small-to-medium-sized businesses in mind. The program was developed by External Affairs and International Trade Canada (EAITC) and provides members of the Canadian business community with the insight needed to identify and then tap their firm's export potential.

HOW CAN THIS PROGRAM HELP THE BUSINESS COMMUNITY?

This program can help members of the business community in two ways. The "questionnaire" section of the program assists exporters in identifying, in a systematic and objective way, company strengths and weaknesses in terms of export potential.

The program also contains a "step-by-step export guide" which provides users with the information needed to develop their own exporting strategy. This step-by-step guide contains information on a wide variety of topics, varying from financing sources

to pricing methods. It also contains listings for public agencies which offer personalized export counselling, and provides information on trade development programs designed to help Canadian firms break into foreign markets.

WHY WAS THIS PROGRAM DEVELOPED?

This computer software package was developed as one component of the Government of Canada's Going Global Strategy — a five-year \$93.6 million package of initiatives aimed at increasing Canada's trade competitiveness. Going Global, a joint strategy of EAITC, Industry, Science and

Technology Canada, and Investment Canada, emphasizes expanding trade ties with the three global mega-markets of greatest importance to Canada now and in the future; these are the United States, the European Community, and the Asia-Pacific Rim.

The federal government sponsored the Going Global strategy because it realizes that the success of Canada's economic future depends on the success of individual Canadian exporters today. Initiatives, such as *Evaluating Your Export Readiness: A Step-by-Step Approach*, are aimed at strengthening export ventures at the grass roots level and assisting new exporters

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.

Whether the program's assessment of a company's export potential is positive or negative, it is recommended that professional consultation be sought. Trade experts, employed by EATC and other government agencies, are in place across the country to help export-ready firms fine-tune export strategies and to help firms which are not yet export-ready to identify and strengthen weaknesses. (A list of federally sponsored trade counselling services is located in the program's "step-by-step export guide".)

HOW DO I USE THE PROGRAM?

The format of this program has been developed for simplicity of use, therefore it does not require a high level of computer proficiency on the part of the user.

GETTING STARTED

Hardware Requirements

- ◆ IBM XT, IBM AT, IBM PS/2 or IBM compatible computer.
- ◆ 256K of Random Access Memory (RAM).

Operating System Requirements

- ◆ DOS or PC-DOS version 3.0 or greater.

INSTALLATION PROCEDURES

I) **Installing** EXPORT on a hard disk drive.

This procedure requires 360K of memory on a hard disk drive. A new root directory called EXPORT will be created.

- ◆ Insert EXPORT disk in a floppy disk drive.
- ◆ Type A:INSTALL (press <return>).
- ◆ Type EXPORT (press <return>) (To execute the program).

II) **Executing** EXPORT from a hard disk drive.

- ◆ Type EXPORT (press <return>).

III) **Executing** EXPORT from a floppy disk drive.

- ◆ Insert EXPORT disk into a floppy disk drive.
- ◆ Type A: (press <return>).
- ◆ Type EXPORT (press <return>).

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