## ASSESSMENT: ARE YOU READY TO EXPORT?

The following "Export Readiness Assessment" is a set of questions designed to assess how prepared your company is to begin exporting to the U.S. The test is designed to identify weak areas in your company's planning so they can be redressed before commencing with the implementation of an export strategy.

NOTE: The "Export Readiness Assessment" has been adapted from "Are you ready to export?" on the website of the Czech Center – New York: (http://www.czechcenter.com/business_guide.htm.).

## QUESTIONS

Answer the following 25 questions to the best of your ability. When you are finished, score your answers using the "Answer Key" table. Then find your total score under "How did you score?"

**1) What product(s)/service(s) does/do your company offer?**

a) Fast-selling consumer goods (e.g. food, drink, confectionery products)
b) Consumer durables (e.g. furniture, hi-fi, appliances)
c) Industrial consumables or durables (e.g. raw materials, components, machinery, etc.)
d) Services (e.g. financial, creative, training)

**2) How long are you in the business?**

a) More then 15 years
b) Less then one year
c) Between one and three years
d) More then three years

**3) Is the trend of sales and inquiries up or down?**

a) Up
b) Down
c) About the same
d) Don't know

**4) How many sales offices, sales locations, or distribution points does your company have?**

a) One or more domestic offices and at least one foreign office
b) One
c) Two
d) More then two

**5) For what timeframe is your company's business plan**

a) Six months
b) One year
c) Three years
d) No business plan

**6) Have you exported before?**

a) Yes
b) No

**7) How much time is your company going to dedicate to export planning?**

a) Considerable planning efforts (three to six months)
b) Some (one to two months)
c) Minimal (less than a month)
d) Don't know

**8) How quickly does management expect export operations to become self-sustaining?**

a) Three years
b) Immediately
c) Six months
d) Don't know

**9) Has your company's management allocated (or re-allocated) resources for the export effort?**

a) Assigned extra personnel only
b) Allocated extra financial resources
c) Allocated both personnel and financial resources
d) No extra resources will be allocated

**10) Which of the following U.S. market entry barriers have you researched?**

a) Tariffs and non-tariff barriers
b) International standards
c) Product modification
d) All of the above

**11) When you were setting the US price for your product/service, what did you take into account?**

a) Costs only
b) Market demand and Costs only
c) Competition and Costs only
d) All of the above

**12) Have you decided on your preferred methods of payment for your export quotations?**

a) Yes
b) No

**13) What does your U. S. market analyses include of the following?**

a) Structure
b) Market share and size
c) None of the above
d) All of the above

**14) Have you decided on what distribution channels will you use in the US?**

a) Yes
b) No

**15) Do you have a clear idea of the mix of promotional methods that will be used in the US?**

a) Yes
b) No

**16) Do you have promotional materials in English language?**

a) Yes
b) No

**17) Do you have a website in English language?**

a) Yes
b) No

**18) With how many countries has business been conducted?**

a) None
b) One
c) Between two and three
d) More then three

**19) Have you already discussed exporting to the U.S. with other companies that are already experienced on the U.S. market?**

a) Yes
b) No

**20) Have you participated in international trade shows in the U.S.?**

a) Never
b) Once as an attendee
c) Two times and more as an attendee
d) More then once as an attendee & at least once as an exhibitor

**21) How much international business experience does your staff have, either/both in theory and/or practice?**

a) None
b) Moderate amount
c) Considerable amount
d) Don't know

**22) Which of your company's employees speak English?**

a) Top management only
b) Middle management and A
c) Administrative staff and A and B
d) None of the above

**23) Did your company succeeded in obtaining a bank loan in the last 10 years?**

a) Yes
b) No
c) Don't know

**24) What method of payment do you consider the least secure?**

a) Open account
b) Cash in advance
c) Letter of credit
d) Documentary collection

**25) How is your company using e-mail communication method?**

a) External communication only.
b) Internal communication only.
c) Both as internal & external communication method
d) Not used at all

**ANSWER KEY**

| QUESTION # | POINT VALUES OF ANSWERS | | | |
|---|---|---|---|---|
| | Answer A (or "YES") | Answer B (or "NO") | Answer C | Answer D |
| 1 | 3 | 3 | 3 | 3 |
| 2 | 5 | 0 | 1 | 3 |
| 3 | 5 | 0 | 1 | 0 |
| 4 | 5 | 0 | 1 | 3 |
| 5 | (-30) | 1 | 4 | (-50) |
| 6 | 5 | 0 | - | - |
| 7 | 5 | 1 | (-15) | (-15) |
| 8 | (-2) | 1 | 2 | 0 |
| 9 | 2 | 3 | 5 | 0 |
| 10 | 0 | 0 | 0 | 5 |
| 11 | 0 | 0 | 0 | 5 |
| 12 | 2 | 0 | - | - |
| 13 | 1 | 1 | 0 | 5 |
| 14 | 3 | 0 | - | - |
| 15 | 3 | 0 | - | - |
| 16 | 5 | 0 | - | - |
| 17 | 5 | 0 | - | - |
| 18 | 0 | 1 | 2 | 3 |
| 19 | 5 | 0 | - | - |
| 20 | 0 | 1 | 2 | 5 |
| 21 | 1 | 2 | 3 | 0 |
| 22 | 2 | 3 | 4 | 0 |
| 23 | 5 | 0 | 0 | - |
| 24 | 5 | 0 | 0 | 0 |
| 25 | 2 | 2 | 5 | 0 |

## HOW DID YOU SCORE?

In addition to the general assessments provided below, please pay attention to low-scoring answers and consider addressing these issues before beginning to implement your exporting strategy.

| Score | Assessment of Exporting Potential |
|---|---|
| 80 – 108 points | Your company would seem to understand the commitment, strategies and resources needed to be a successful exporter. At the very least, you have a basis for beginning to export to the U.S. |
| 47 – 79 points | Your company has a serious interest in exporting, but there are some areas of weakness in your export strategy that you should address if you want your export strategy to succeed. Careful consideration should be given, particularly to those questions that you scored low on, before embarking on an ambitious export strategy. |
| Less then 47 points | Your company is very weak in terms of preparing to export, and needs to do much more to ready itself for the U.S. market. There are considerable weaknesses, and if they are not addressed, it is highly unlikely that your export strategy will be successful. |