



EXPORT READINESS QUESTIONNAIRE

This questionnaire will help us build your business profile, so we can respond with appropriate assistance if needed. All financial, information and intellectual property will be kept confidential.

1- COMPANY INFORMATION

Today's Date					
Name of Company					
Type (Limited liability, etc)		Year of first operation		Number of Employees	
Managing Director				Other person(s)	
Address				Country	
Phone 1		Phone 2		Fax	
Email				Website	
% of sales exported				To which countries ?	
Total annual sales for the last 3 years	Quantities	Values in USD\$			
	2009				
	2008				
	2007				
How many full time employees do you have?:			What percentage of workforce is male & female:		
- Who are your main clients (Local, Regional and Export markets):					
- Who are your main competitors?					

2 – PRODUCT INFORMATION

- Main product line:					
- Other product lines:					
- Production capacity		Delivery times:	lead		
- What quality standards does your product and production process comply with ?					
- Who supplies your packaging? From where (Describe)					



3 – SALES & MARKETING OBJECTIVES

-Target markets:	
-------------------------	--

-Targeted quantities:	Minimum order		Maximum order	
- Typical sizes & frequency shipments abroad:				

- How do you currently manage international sales distribution?:

Type of distribution channels
<i>Direct sales to end users</i>
<i>Direct sales to retailers or retail chains</i>
<i>Sales through specialised importers/wholesalers</i>
<i>Sales through one or more distributor(s)</i>
<i>Sales through one or more commissioned agent(s) / Brokers</i>
<i>Other, specify:</i>
<i>- What are your plans growing international markets:</i>

5. - EXPORT EXPERIENCE AND READINESS

Describe International sales/ Marketing/Distribution experiences:
<i>Business Trips (specify countries and dates/year):</i>
<i>Trade Shows (specify countries, name of the show and dates):</i>
<i>Pending or existing sales opportunities (Countries, products requested etc...)</i>
:

- Which obstacles do you experience (or expect to experience) in processing your export orders?

-

-

-

-



<i>Obstacles</i>	<i>Describe</i>
Finding International customers	
Negotiating a contract	
Sourcing Raw Materials & Supplies	
Production delays	
Shipping costs/delays	
Regulations Requirements/Standards/Certifications	
Getting paid/collections	
Production Capacity/Equipment	
Policy or (Local Country) requirements	
Other, specify:	

- Description of your products. Attach any marketing materials (brochures, business cards, pictures etc...) available:

Products	Retail packaging (nature, size, weight gross/net)	Bulk packaging (nature, size, weight gross/net)

- What is the customs identification number(s) (H.S.) for your product(s)?

- Do the products comply with sanitary and labelling regulations of the following foreign markets?:

Markets	Yes	In progress (expected date)	NO	Do not know
US market				
E.U. market				

- Can you afford to invest in adapting your products or their packaging if required? Describe:

5- Which WATH event(s) or workshops, conferences, has the company already participated or is planning to participate?

EVENTS	Dates of participation	Any comment



<p>6. Are you able to fund development of:</p> <ul style="list-style-type: none"> - new marketing materials - new products - marketing events? 	
<p>7. Are you able to cover your expenses to attend training workshops and trade shows in U.S.?</p>	
<p>8. What sources of credit do you use? Describe type, amounts & basic terms:</p>	
<p>9. How do you finance your sourcing production, packaging & transportation costs?</p>	
<p>10. Tell us about any specific requirements, difficulties, etc for which you would like particular assistance:</p>	
<p>11. Does your Company receive or has received assistance from Non profit Organizations, Donors or other organizations. If yes, specify which ones and the type of assistance?</p>	
<p>-12. Are you a member of any association? Describe:</p>	

Please return the completed questionnaire to:
Ms. Hanna Amichia - E-mail: hamichia@watradehub.com