

Export Readiness Assessment

The Export Readiness Assessment is designed to determine your company's strengths and opportunities when approaching the decision to actively seek international business opportunities. The assessment will gauge your readiness to export based on four criteria:

- Export Resources
- Marketing Methods
- Management Commitment
- Product Potential

For an electronic version of this export readiness, please visit www.exportingpa.org

Note: By registering at this site your assessment will be sent to your REN partner SAP&DC.

For additional questions concerning this program, please contact your SAP&DC Export Trade Team at:

Southern Alleghenies Planning & Development Commission
3 Sheraton Dr.
Altoona, PA 16601
www.sapdc.org

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Please complete the following questions to determine if your company is ready to pursue international markets.

A. COMPANY READINESS

- Are you an established presence in your industry domestically?
- How extensive is your current domestic sales outreach?
- How do you sell and distribute your products in the domestic market?
- Do you customarily conduct market research and planning for your domestic operations?
- To what extent do you advertise and promote your products in the domestic market?
- Do any of your current managers or staff have export marketing or sales experience?
- Has your company received any unsolicited inquiries from foreign firms?
- Could you promptly fill any new export orders from present inventory or other sources?
- How would you handle any new or additional export business within your organization?
- What is the current status of your export activity?
- Is your top management committed to exporting as a new or expanded area of activity?
- How much per year could you afford to spend on export development?
- How long would your management be willing to wait to achieve acceptable export results?

B. PRODUCT READINESS

- Have domestic sales of your product grown over the past 3 years (average per year)?
- What is your product's current share of the domestic market?
- Is your product price-competitive in the domestic market?
- What payment terms would you be willing to offer reputable foreign buyers?
- Does your product compare favorably with domestic competitors in features and benefits?
- Would you be willing to adapt your product and/or packaging to better suit foreign markets?
- Is your product costly to transport over long distances?
- Is any special training required to assemble, install or operate your product?
- Does your product require any special technical support or after-sale service?
- Can your product tolerate harsh or widely varying environmental conditions?

Log on to www.exportingPA.org to complete the Export Readiness Assessment and determine if your company is "export ready".

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