

## International Business Readiness Assessment

Your Name: \_\_\_\_\_

Company: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Part A – COMMITMENT: These questions help you understand your level of commitment to exporting

1.	Is the organization leadership committed to creating and implementing a sustainable international business strategy?	Yes <input type="radio"/>	No <input type="radio"/>
2.	Does your management have any international business experience?	Yes <input type="radio"/>	No <input type="radio"/>
3.	Is your management prepared to invest the necessary time and resources to create and implement an international business strategy?	Yes <input type="radio"/>	No <input type="radio"/>

Please use the space below to make notes:

### Part B – RESOURCES: These questions help you understand your business's current capabilities

<b><u>CAPACITY – Meeting demand</u></b>			
4.	Do you have the capacity to serve more clients in your current market?	Yes <input type="radio"/>	No <input type="radio"/>
5.	Do you have the capacity to meet additional demand for your product or service in an international market?	Yes <input type="radio"/>	No <input type="radio"/>
<b><u>CAPABILITIES – Skills that you need in order to export</u></b>			
6.	Do you have the ability to redesign / adapt your product or service for your target export market(s)?	Yes <input type="radio"/>	No <input type="radio"/>
7.	Are you aware of specific rules, certifications, or other standards for your product required by your target export market(s)?	Yes <input type="radio"/>	No <input type="radio"/>
8.	Do you have an export manager focused on implementing your export plan (either full time, part time or as a consultant)?	Yes <input type="radio"/>	No <input type="radio"/>
9.	Do you currently have enough staff to successfully launch your exporting efforts?	Yes <input type="radio"/>	No <input type="radio"/>
10.	Do you have the necessary language and inter-cultural skills to help you work in your target export market(s)?	Yes <input type="radio"/>	No <input type="radio"/>
11.	Are your staff prepared to undertake international travel in order to grow internationally?	Yes <input type="radio"/>	No <input type="radio"/>
12.	Are you prepared to hire additional staff to manage your international business, if needed?	Yes <input type="radio"/>	No <input type="radio"/>
13.	Do you have the resources to conduct international market research, due diligence and strategy development in your target market(s)?	Yes <input type="radio"/>	No <input type="radio"/>
<b><u>FINANCES – Getting financial backing and managing your money</u></b>			
14.	Do you have sufficient funding to augment production capacity or to increase your service delivery to meet increased international sales?	Yes <input type="radio"/>	No <input type="radio"/>

15.	Do you have sufficient funding for market development and promotion e.g. participating in international trade shows, obtaining market research, visiting your target market(s), consulting fees, etc.?	Yes <input type="radio"/>	No <input type="radio"/>
16.	Do you have sufficient funding to undertake product development / adaptation, marketing, packaging, registration fees etc. for target market(s)?	Yes <input type="radio"/>	No <input type="radio"/>
17.	Are you familiar with ways you could mitigate risk of currency volatility	Yes <input type="radio"/>	No <input type="radio"/>
18.	Are you aware of how to obtain insurance and other means of mitigating the risks of exporting?	Yes <input type="radio"/>	No <input type="radio"/>

Please use the space below to make notes:

**Part C – ENVIRONMENT: These questions help you understand your available business networks**

19.	Do you have a good sense of who your competitors are, both here and in your target market(s)?	Yes <input type="radio"/>	No <input type="radio"/>
20.	Are you connected to your industry association(s) and any other business support organizations?	Yes <input type="radio"/>	No <input type="radio"/>
21.	Are you familiar with the international business model of your competitors?	Yes <input type="radio"/>	No <input type="radio"/>
22.	Are you fully leveraging your domestic network for international opportunities?	Yes <input type="radio"/>	No <input type="radio"/>
23.	Are you aware of the range of resources that can assist you to grow internationally?	Yes <input type="radio"/>	No <input type="radio"/>

Please use the space below to make notes: